

# Minnesota State University Moorhead

## COMM 459: Advertising Campaign Research

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The course is designed to achieve the following learning outcomes: an ability to analyze an advertising campaign situation; an ability to identify salient issues relative to the market, consumer, media and product; an ability to design and construct a research plan; proficiency in conducting primary and secondary research using selective research methodologies drawn from content analysis, historical-critical analysis, survey, in-depth interview and focus groups. The AAF campaign topic is used and student membership in AAF is required.

**B. COURSE EFFECTIVE DATES:** 09/09/2014 - 02/01/2020

### C. OUTLINE OF MAJOR CONTENT AREAS

None

### D. LEARNING OUTCOMES (General)

None

### E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted