Minnesota State University Moorhead

COMM 283: Advertising & Public Relations Principles

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: acquire an understanding of advertising and public relations theories and principles, how advertising and public relations are used, why they are used and how it impacts the American society and economy; acquire an understanding of the advertising and public relations industries that includes the function and operation of advertising and public relations agencies and the components of an advertising and public relations campaigns.

B. COURSE EFFECTIVE DATES: 02/02/2020 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. The course combines the study of history, theory and case studies in the practice of advertising and public relations.

D. LEARNING OUTCOMES (General)

1. Students will acquire an understanding of advertising and public relations theories and principles, how advertising and public relations are used, why they are used and how they impact the American society and economy.
2. Students will acquire an understanding of the advertising and public relations industries that includes the function and operation of advertising and public relations agencies and the components of advertising and public relations campaigns.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted