Minnesota State University Moorhead

COMM 306: Advertising & Public Relations Copywriting

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

A course for students in advertising and public relations that includes experiences in the process of writing, editing and adapting advertising and public relations messages intended for targeted publics involving multimedia delivery platforms. The course focuses on the process and principles of writing, copy-editing, adapting messages for multimedia platforms, publication design, and evolving stylistic considerations in the advertising and public relations profession, as well as assessing message effectiveness.

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

C. OUTLINE OF MAJOR CONTENT AREAS

1. A writing-intensive course for students in advertising and public relations. Writing projects are commercial messages for print, broadcast and online media.

D. LEARNING OUTCOMES (General)

1. Develop proficiency in adapting the style and format of the Ad and PR messages to fit a variety of multimedia platforms.
2. Develop proficiency in the public sharing of Ad and PR materials using a variety of multimedia platforms.
3. Develop proficiency in the design and construction of Ad and PR messages targeting specific consumers.
4. Develop proficiency in assessing the readability of the copy and/or forms of assessing message effectiveness using established industry tools of assessment.
5. Develop proficiency in editing AD and PR copy to ensure that it is in keeping with the principles of completeness, accuracy, fairness, conciseness; including the elimination of unnecessary words, inconsistencies, elimination of passages in poor taste, and the elimination of libelous statements.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted