

Minnesota State University Moorhead

COMM 459: Advertising & Public Relations 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 and/or public relations campaign situation; an ability to identify salient issues relative to the market, consumer, media and product; an ability to 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 PRSSA campaign topic is used and student membership in PRSSA is required for the Public Relations Campaign. The AAF campaign topic is used for the advertising campaign and student membership in AAF is required for the advertising campaign.

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

C. OUTLINE OF MAJOR CONTENT AREAS

1. A semester-long course in research techniques aimed at the American Advertising Federation competition and/or the Public Relations Society of America national competition, the Bateman Study.

D. LEARNING OUTCOMES (General)

1. Students will have ability to analyze an advertising and/or public relations campaign situation.
2. Students will have ability to identify salient issues relative to the market, consumer, media and product and an ability to design and construct a research plan.
3. Students will gain 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.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted