

Minnesota State University Moorhead

COMM 306: Advertising Copywriting

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 consumers; proficiency in the design and construction of advertising messages targeting specific consumers; proficiency in adapting the message copy to fit the mediums used to transmit the message; and proficiency in the public presentation of advertising copy.

B. COURSE EFFECTIVE DATES: 09/09/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

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

D. LEARNING OUTCOMES (General)

1. an ability to analyze consumers
2. proficiency in the design and construction of advertising messages targeting specific consumers
3. proficiency in adapting the message copy to fit the mediums used to transmit the message; and proficiency in the public presentation of advertising copy.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted