

# Minnesota State University Moorhead

## COMM 460: Advertising Campaign Execution

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The course is designed to achieve the following learning outcomes: proficiency in the design and production of a strategic campaign document using the AAF topic that includes a situation analysis, a market plan, a media plan, a promotions plan, a public relations plan, an advertising plan, a budget, a campaign schedule and a plan of evaluation, oral presentation of the campaign at the annual AAF competition. Membership in AAF is required.

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

### C. OUTLINE OF MAJOR CONTENT AREAS

1. A semester-long course in campaign techniques for the American Advertising Federation competition.

### D. LEARNING OUTCOMES (General)

1. proficiency in the design and production of a strategic campaign document using the AAF topic that includes a situation analysis, a market plan, a media plan, a promotions plan, a public relations plan, an advertising plan, a budget, a campaign schedule and a plan of evaluation, oral presentation of the campaign at the annual AAF competition.

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

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted