

Minnesota State University Moorhead

COMM 459: Advertising 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 campaign situation; an ability to identify salient issues relative to the market, consumer, media and product; an ability to design and 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 AAF campaign topic is used and student 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 research techniques aimed at the American Advertising Federation competition.

D. LEARNING OUTCOMES (General)

1. an ability to analyze an advertising campaign situation
2. an ability to identify salient issues relative to the market, consumer, media and product; an ability to design and construct a research plan
3. 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