

Minnesota State University Moorhead

COMM 283: Advertising Principles

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: acquire an understanding of advertising theories and principles, how advertising is used, why it is used and how it impacts the American society and economy; acquire an understanding of the advertising industry that includes the function and operation of an advertising agency and the components of an integrated advertising campaign.

B. COURSE EFFECTIVE DATES: 09/02/2017 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. The course combines theoretical study with an opportunity to apply that learning to a real-world advertising campaign juried by industry professionals.

D. LEARNING OUTCOMES (General)

1. acquire an understanding of advertising theories and principles, how advertising is used, why it is used and how it impacts the American society and economy
2. acquire an understanding of the advertising industry that includes the function and operation of an advertising agency and the components of an integrated advertising campaign.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted