

Minnesota State University Moorhead

COMM 460: Advertising & Public Relations Campaign Execution

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: proficiency in the design and production of a strategic campaign document using the AAF topic and/or the Bateman Study. 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 and/or Bateman competition. Membership in AAF is required for the AAF topic, membership PRSSA is required for the Bateman Study.

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

C. OUTLINE OF MAJOR CONTENT AREAS

1. A semester-long course in campaign techniques for the American Advertising Federation competition and/or Bateman Study.

D. LEARNING OUTCOMES (General)

1. Students will gain proficiency in the design and production of a strategic campaign document using the AAF topic and/or the Bateman Study 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 and/or Bateman Study.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted