

Minnesota State University Moorhead

MC 352: e-Communications

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Introduction to digital and interactive presentation theory, techniques and tools for online content producers and for advertising and public relations campaign practitioners. Students will design, develop and produce interactive presentations using software programs such as Macromedia Flash.

B. COURSE EFFECTIVE DATES: 05/29/2001 - 09/18/2013

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted