

Minnesota State University Moorhead

MC 470: Public Relations Campaign Research

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 0

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: MC 307 and MC 375

Corequisites: None

MnTC Goals: None

The course is designed to achieve the following learning outcomes: an ability to 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 PRSSA campaign topic is used and student membership in PRSSA is required.

B. COURSE EFFECTIVE DATES: 06/04/1999 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. A semester-long course in research techniques for the Public Relations Society of America national competition, the Bateman Study.

D. LEARNING OUTCOMES (General)

1. an ability to 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 PRSSA campaign topic is used and student membership in PRSSA is required.
MC

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted