

# Minnesota State University Moorhead

## MC 306: Advertising Copywriting

### 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 consumers; proficiency in the design and construction of advertising messages targeting specific consumers; proficiency in adapting the message copy to fit the mediums used to transmit the message; and proficiency in the public presentation of advertising copy.

**B. COURSE EFFECTIVE DATES:** 03/15/1997 - 09/08/2014

### 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