

# 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: None

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 - 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