

Minnesota State University Moorhead

MC 100: Introduction to Mass Media

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The study of the power and importance of mass media in national and international affairs with emphasis on the nature, functions and influence of broadcast media, print media, emerging mediums, advertising and public relations in the digital age. MnTC Goal 9.

B. COURSE EFFECTIVE DATES: 03/04/2013 - 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