

Minnesota State University Moorhead

MC 400: Mass Media Ethics and Issues

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Study of ethical considerations in advertising, journalism and public relations as well as major contemporary issues in the mass media. Emphasis will be placed upon research findings regarding mass media effects and the resultant alternatives for policymakers, practitioners and consumers.

B. COURSE EFFECTIVE DATES: 06/01/1995 - 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