

# Minnesota State University Moorhead

## MC 303: Advertising Principles

### 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: acquire an understanding of advertising theories and principles, how advertising is used, why it is used and how it impacts the American society and economy; acquire an understanding of the advertising industry that includes the function and operation of an advertising agency and the components of an integrated advertising campaign.

**B. COURSE EFFECTIVE DATES:** 03/14/1997 - 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