

Minnesota State University Moorhead

MC 100: Introduction to Mass Communications

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 and functions of newspapers, television, radio, advertising and public relations.

B. COURSE EFFECTIVE DATES: 01/24/1999 - 03/03/2013

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