

# Minnesota State University Moorhead

## MC 471: Public Relations Campaign Execution

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: \*.\*

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The course is designed to achieve the following learning outcomes: proficiency to design and produce a strategic campaign document that includes a situation analysis, an analysis of the PR problem and/or opportunity, a statement of objectives, an articulation of programming executions and an identification of the mechanisms to be employed in the evaluation of a public relations campaign. 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