

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