

# Minnesota State University Moorhead

## MC 365: Media Planning

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The course is designed to develop an understanding of the principles involved in the selection of media; proficiency in the evaluation of syndicated media research; proficiency in planning the strategic use of media placements; proficiency in the estimation of media costs; proficiency in the execution of media buys at the local and national levels; and proficiency in the development of a media schedule.

**B. COURSE EFFECTIVE DATES:** 05/29/2001 - 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