

MCOM72/Media & Society, Section 3
Spring 2017 Course Schedule
REVISED 11/1/17

Schedule is subject to change; any changes in required readings will be announced in advance, with students notified via e-mail and in class. *Readings are in bold italics.*

Course Schedule

Week	Dates	Topics, Readings, Assignments, Deadlines
10	Oct. 31- Nov. 2	Digital media content (<i>Campbell, Ch. 2-3</i>)
11	Nov. 7-9	Advertising: A persuasive medium (<i>Campbell, Ch. 11</i>)
12	Nov. 14-16	Evolution, techniques, examples of advertising (<i>Campbell, Ch. 11</i>) THURSDAY, NOV. 16: TERM PAPER DUE
13	Nov. 21-23	TUESDAY, NOV. 21: QUIZ #3 (covering Campbell Ch. 2, 3, 11) Public Relations: Framing the message (<i>Campbell, Ch. 12</i>) THURSDAY, NOV. 23: THANKSGIVING – NO CLASS
14	Nov. 28-30	Media research; Limited and powerful effects models (<i>Campbell, Ch. 15</i>) THURSDAY, NOV. 30: QUIZ #4 (covering Campbell Ch. 12, 16)
15	Dec. 5-7	Ethical issues in mass communications (<i>online readings, review Campbell Ch. 14</i>)
Final Exam	Monday, Dec. 18	10:30-11:45 a.m. in regular classroom.