

MCOM72: Media & Society, Section 1 Spring 2019 Course Schedule (REVISED 4/22/19)

Schedule is subject to change; any changes in required readings will be announced a minimum of one week in advance, with students notified via e-mail and social media. *Readings are in bold italics.*

Course Schedule

Week	Dates	Topics, Readings, Assignments, Deadlines
12	Apr. 15-17	Advertising: A persuasive medium (<i>Campbell, Ch. 11</i>)
13	Apr. 22-24	Evolution, techniques, examples and standards of advertising (<i>Campbell, Ch. 11</i>)
14	Apr. 29- May 1	MONDAY, APRIL 29: QUIZ #3 (Campbell Ch. 2, 3, 11) Public Relations: Framing the message (<i>Campbell, Ch. 12</i>) Media research; Limited and powerful effects models (<i>Campbell, Ch. 15</i>) WEDNESDAY, MAY 1: TERM PAPER DUE
15	May 6-8	Media research continued (<i>Campbell, Ch. 15</i>) WEDNESDAY, MAY 8: QUIZ #4 (Campbell Ch. 12, 15) Ethical issues in mass communications (<i>online readings, review Campbell Ch. 14</i>)
16	May 13	Ethics continued (<i>online readings</i>) Exam review
Final Exam	Wednesday, May 15	10:30-11:45 a.m. in regular classroom.