

**MCOM72/Media & Society, Section 3**  
**Fall 2017 Course Schedule**  
**REVISED 11/16/17**

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**

<b>Week</b>	<b>Dates</b>	<b>Topics, Readings, Assignments, Deadlines</b>
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> ) <b>THURSDAY, NOV. 16: TERM PAPER DUE</b>
13	Nov. 21-23	<b>TUESDAY, NOV. 21: QUIZ #3 (covering Campbell Ch. 2, 3, 11)</b> Examples of video advertising over the years ( <i>Campbell, Ch. 11</i> ) <b>THURSDAY, NOV. 23: THANKSGIVING – NO CLASS</b>
14	Nov. 28-30	Public Relations: Framing the message ( <i>Campbell, Ch. 12</i> ) Media research; Limited and powerful effects models ( <i>Campbell, Ch. 15</i> ) <b>THURSDAY, NOV. 30: QUIZ #4 (covering Campbell Ch. 12, 16)</b>
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.