

Bemidji State University

BUAD 3569: Computer Application in Promotion Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course focuses on computerized analysis and presentation packages for the IBM PC and its promotion functions. Prerequisites: BUAD 2280 and BUAD 3361; or consent of instructor and junior standing.

B. COURSE EFFECTIVE DATES: 08/20/1997 - 08/23/2015

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