

Dakota County Technical College

SMGT 2405: Promotion and Advertising

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course covers the fundamentals of sales promotion, the types of promotional tools available and effective use of those tools. The course also focuses on advertising including the various types of retail advertising options, the parts of the advertisement and the creation of actual advertisements as a part of the class work.

B. COURSE EFFECTIVE DATES: 01/07/2002 - Present

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