

Dakota County Technical College

SMGT 2407: Promotion and Advertising II

A. COURSE DESCRIPTION

Credits: 1

Lecture Hours/Week: 1

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course covers advertising and the creative process. The course focuses on various print media options, the part of the advertisement and the creation of actual advertisements.

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