

# 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