

Dakota County Technical College

SMGT 2408: Promotion and Advertising III

A. COURSE DESCRIPTION

Credits: 1

Lecture Hours/Week: 1

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The focus of this course is to analyze broadcast media used by retailing and manufacturing firms that merchandise products. The student will study the different television formats and advertising categories. We will discuss the influence of television on trends and brand globalization. This course also covers the fundamentals of radio formats, programs, sponsorship and scheduling.

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