

Dakota County Technical College

MKTC 2410: Marketing Visual Communications

A. COURSE DESCRIPTION

Credits: 1

Lecture Hours/Week: 1

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The understanding of print and electronic visual communications is an integral part of marketing communications. In this course, students will be introduced to the fundamentals of the role visual communications plays in the marketing process. The course includes study how to select pictures to use in e-marketing, public relations and print including the importance of a photograph's content. Students will familiar with the role visual communication specialists play in the marketing process. Prerequisites: This course should be taken during same semester as VCOM1380 (Basic Photography).

B. COURSE EFFECTIVE DATES: 05/01/2004 - 12/31/2015

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