

Dakota County Technical College

SMGT 1681: Hospitality Marketing and Consumer Behavior

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course blends the study of marketing with consumer behavior and provides an applied focus on research and prediction of consumer behavior. Students will explore the power of integrating marketing and public relations techniques to influence consumer behavior.

B. COURSE EFFECTIVE DATES: 08/27/2012 - 06/30/2017

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