

# Minnesota State University Moorhead

## **MKTG 423: Marketing Communications**

### **A. COURSE DESCRIPTION**

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: \*.\*

Prerequisites:

- MKTG 310 - Principles of Marketing

Corequisites: None

MnTC Goals: None

A survey of the elements of promotion -- advertising, public relations, sales promotion, and personal selling -- with a strong emphasis on the strategic integration of these methods to achieve synergy in their application in the marketplace.

**B. COURSE EFFECTIVE DATES:** 06/01/1995 - 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