

Minnesota State University Moorhead

MKTG 442: Marketing Seminar

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Selected marketing topics of contemporary interest. Recent topics include new product introduction, non-profit marketing, direct marketing, and cultural environment of international markets. May be repeated with different topics.

B. COURSE EFFECTIVE DATES: 06/01/1995 - 12/11/2013

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