

Minnesota State University Moorhead

MC 423: Marketing Communications

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

A survey of the elements of marketing, 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: 01/24/1999 - 09/08/2014

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