

# 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