PROMOTION AND ADVERTISING — SMGT 2405

A. Course Description
   - Credits: 3.00
   - Lecture Hours/Week: 3.00
   - Lab Hours/Week: 0.00
   - OJT Hours/Week: 0
   - Prerequisites: None
   - Corequisites: None
   - MnTC Goals: None

   This course covers the fundamentals of sales promotion, the types of promotional tools available and effective use of those tools. The course also focuses on advertising including the various types of retail advertising options, the parts of the advertisement and the creation of actual advertisements as a part of the class work.

B. Course Effective Dates: 1/7/02 – Present

C. Outline of Major Content Areas
   - As noted on course syllabus

D. Learning Outcomes
   - As noted on course syllabus

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

F. Learner Outcomes Assessment
   - As noted on course syllabus

G. Special Information
   - None noted