PROMOTION AND ADVERTISING I — SMGT 2406

A. Course Description
   - Credits: 1.00
   - Lecture Hours/Week: 1.00
   - 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 type of promotional tools available and effective use of those tools.

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