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