PROMOTION AND ADVERTISING II — SMGT 2407

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 advertising and the creative process. The course focuses on various print media options, the part of the advertisement and the creation of actual advertisements.

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