PROMOTION AND ADVERTISING III — SMGT 2408

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

   The focus of this course is to analyze broadcast media used by retailing and manufacturing firms that merchandise products. The student will study the different television formats and advertising categories. We will discuss the influence of television on trends and brand globalization. This course also covers the fundamentals of radio formats, programs, sponsorship and scheduling.

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