

North Hennepin Community College

BUS 2620: Fundamentals of Promotion

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 0

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course is a study of the principles and practices of promotion for a business organization. Students will study the components and the interrelationships of the promotional mix: advertising, sales promotion, personal selling, direct marketing, and public relations. Topics include: an integrated marketing communications strategy, creative techniques of advertising, media strategies, and the evaluation of promotional plans.

Students will complete the course with a comprehensive knowledge of and experience with how to develop an integrated promotional strategy.

B. COURSE EFFECTIVE DATES: 06/07/2021 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted