

Minnesota State University Moorhead

MKTG 423: Marketing Communications

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:

This course requires the following prerequisite

MKTG 270 - Principles of Marketing

Corequisites: None

MnTC Goals: None

A survey of the elements of promotion -- advertising, public relations, sales promotion, and personal selling -- with a strong emphasis on the strategic integration of these methods to achieve synergy in their application in the marketplace.

B. COURSE EFFECTIVE DATES: 06/01/1995 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Develop an awareness of media choices available in a marketing communications campaign.
2. Develop an awareness of the elements of an integrated marketing communications campaign.
3. Develop an awareness of the process employed in evaluating an integrated marketing communications campaign.
4. Develop an awareness of the process of conducting a SWOT analysis.
5. Develop an awareness of the process of market segmentation.
6. Develop an awareness of the process of strategic messaging.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted