A. Course Description

Credits: 4

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: None

Marketing and Communications Management would prepare students to manage the design and implementation of an integrated marketing and communications plan. This course would provide students with the knowledge and skills to position an organization in the marketplace, to determine sustainable revenue flows, and to advance participation and appreciation in all areas of arts and cultural heritage expression.

B. Course Effective Dates: 05/09/2015 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Knowledge and skill in accessing and assessing program-relevant information "commercial, demographic, psychological, social, economic, technological, environmental" to inform a marketing and communication plan.
2. Knowledge and skills in strategic communications.
3. Knowledge of cost and pricing models and management.
4. Skill in planning and preparing promotional materials.

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

None