

## COURSE LEARNING OUTCOMES

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<b>Prefix and Course Number:</b>	<b>MMGT 218</b>
<b>Course Title:</b>	<b>Fundamentals of Advertising</b>
<b>Version Date:</b>	<b>02/08/2020</b>

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### Course Learning Outcomes

Upon successful completion of the course, the student will be able to:

1. Discuss the ethical, social, legal and economic considerations to isolate issues involved in creating an advertising campaign.
2. Create a persuasive promotional campaign to communicate with various audiences.
3. Evaluate both qualitative and quantitative information to execute an ethical and persuasive promotional campaign.
4. Demonstrate the ability to articulate one's own position using appropriate advertising terminologies for a promotional campaign.