**Advertising and Customer Relations**

**Course Outcome Summary**

**Course Information:**

**Organization:** Minnesota State  
**Developers:** FBM Curriculum Review Team  
**Course Number:** SCMT 2125  
**Type of Instruction:** Individualized  
**Total Credits:** 2.0  
**Total Hours of Instruction:** 2.0

**Description:**

This course covers the use of advertising to increase sales and expand the customer base. Students will identify the most effective advertising strategies for their business location and learn methods to handle dissatisfied customers.

**Course Outcomes:**

1. Develop an advertising plan using different marketing mediums
2. Analyze data to determine advertising effectiveness
3. Develop strategies for positive customer relations
4. Create a plan to expand customer base
5. Describe training procedures for employees
6. Employ appropriate methods to respond to customer dissatisfaction