



# Mendocino College

COURSE LEVEL STUDENT LEARNING OUTCOMES

Term Effective: (i.e. F2006)

F2008

**Title:** Art and Craft Marketing **Discipline/Number:** Art 191  
*(limit to 50 characters including spaces)*

**Instructor Contact:** Lolli Jacobsen **Date Submitted /Modified:** August 18, 2008

Units Min:	3	Units Max:	3	Lecture Hours:	3.0	Lab Hours:	0.0
<i>If this is a variable unit course, the relationship between earned units and any difference in expected SLOs should be explained.</i>							

### Student Learning Outcomes:

1. Identify a potential niche for the marketing of a product.
2. Create a potential product with appropriate pricing, labeling, logo/image, portfolio, and presentation for the product.
3. Develop a personal business plan for marketing of the product.

Instructor(s): \_\_\_\_\_  
*(Signature)*  
\_\_\_\_\_

\_\_\_\_\_  
*(Date)*  
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