



# Mendocino College

COURSE LEVEL STUDENT LEARNING OUTCOMES

<b>Term Effective:</b>	Fall	2008
	Semester	Year

Title:   
*(limit to 50 characters including spaces)*

Course Number:

Initiator:

Date Submitted:

Units Min:

*If this is a variable unit course, then the relationship between units and any difference in expected SLO's should be explained.*

Units Max:

Lecture Hours:

Lab Hours:

Activity Hours:

**Student Learning Outcomes:** *(Enter the SLO's in an outline format. Use the Ctrl + Tab keys to indent for subtopics.)*

The student will learn:

1. The importance of identifying your target market;
2. The functions and importance of advertising and sales promotion;
3. The selling effort and its importance to the success of a small business.
4. How to choose promotion activities appropriate to a specific business and market
5. How to efficiently use marketing methods and resources.
6. Understanding of the differences between small business and large business marketing practices

**SIGNATURES / APPROVALS:**

Instructor(s) \_\_\_\_\_  
 Signature Date

Instructor(s) \_\_\_\_\_  
 Signature Date