



South Central College

SBMT 2611 Computerization of Sales and Marketing Information

Course Outcome Summary

Course Information

Description	This class will focus on computerization of sales and marketing information. It will concentrate on entry of sales records, customer demographics and marketing efforts. It will also focus on reports to be generated from these records.
Total Credits	3
Total Hours	36

Institutional Core Competencies

Critical and Creative Thinking - Students will be able to demonstrate purposeful thinking with the goal of using a creative process for developing and building upon ideas and/or the goal of using a critical process for the analyzing and evaluating of ideas.

Course Competencies

- 1)The student can produce a basic customer data base system for collecting and storing data
- 2)The student can produce a sales cart and customer demographic report

SCC Accessibility Statement

South Central College strives to make all learning experiences as accessible as possible. If you have a disability and need accommodations for access to this class, contact the Academic Support Center to request and discuss accommodations. North Mankato: Room B-132, (507) 389-7222; Faribault: Room A-116, (507) 332-7222.

Additional information and forms can be found at: www.southcentral.edu/disability

This material can be made available in alternative formats by contacting the Academic Support Center at 507-389-7222.