

Nebraska Wesleyan University

Catalog 2011-2012

BUS 269 Promotional Strategy

3 hours

Majors (Adult)

Bachelor of Science in Organizational Communication

Departments/Programs:

Business (Adult Undergraduate)

Focuses on developing the appropriate mix of promotional tools used in marketing communications, including advertising, sales promotions, public relations, sponsorship, point of purchase, and personal selling. Examines the relationship of promotional strategies to the communication process. Students develop an integrated marketing communications plan for an area business.

Prerequisite(s): BUS-107.