

**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.*