**Nebraska Wesleyan University**

# BUS 269 Promotional Strategy

## Catalog

2012-2013

## Course Description

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.*

## Course Hours

3 hours

## Departments

1. Business (Adult Undergraduate)