Nebraska Wesleyan University

BUSAD 229 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): Grade of "C-" or better in BUSAD 115 Principles of Marketing.

(Normally offered each spring semester.)

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)