Nebraska Wesleyan University

BUS 269 Promotional Strategy

Catalog

2013-2014

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)