# BUSAD 3400 Promotional Strategy

3 hours

## Majors, Minors & Degrees:

**Majors (Adult)**
Organizational Leadership and Communication (B.S.)

**Minors**
Marketing

**Certificates**
Marketing Minor (18 hours)

## Departments/Programs:

Business (Adult Undergraduate)
Business, Accounting and Economics (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): Grade of "C-" or better in BUSAD 2000 Principles of Marketing.*
(Normally offered each spring semester.)