
SECTION HEADING

SBMT 1521: Advertising and Promotion

Description

Advertising and Promotion covers the basics of advertising and promotional activities for a small business. The student will examine advertising, planning, budgeting, promotions, and publicity.

Management Credits

3

Prerequisite:

None

Topics to be Covered

1. Learn the activities necessary to promote a small business

Learning Outcomes

1. Understand the fundamental concepts and importance of advertising and promotion
2. Develop marketing communication strategies
3. Analyze consumer behavior
4. Evaluate the effectiveness of advertising campaigns
5. Define effective traditional and digital media channels for product/service promotion
6. Create advertising campaigns and promotional strategies that align with business goals