
SECTION HEADING

SBMT 1521: Advertising and Promotion

Description

This course covers the basics of advertising and promotional activities for a small business. The student will examine advertising, planning, budgeting, promotions, and publicity, along with advertising copy and layout. Advertising is the backbone of attracting customers. Successful business owners create an advertising blue print or plan. Without a plan, advertising dollars can be wasted along with the opportunity to attract new customers and retain existing customers.

Management Credits

3