



503312 Business Promotion

[3 cr., 3, 0] This course provides students with a comprehensive overview of promotional management theories and tactics with the focus on integrated marketing communication view. The course introduces students to the underlying ideas, principles, and concepts that may be used to inform consumers and trade members of the availability and attributes of products and services. The objective of the course is to develop an in-depth understanding of the theories, functions, and principles of promotion management.

