

**Virginia Western Community College**  
**MKT 228**  
**Promotion**

**Prerequisites**

None

**Course Description**

Presents an overview of integrated marketing communications through advertising, public relations, personal selling and sales promotion. Focuses on coordinating these activities into an effective campaign to promote sales for a particular product, business, institution or industry.

**Semester Credits: 3 Lecture Hours: 3 Lab/Clinical/Internship Hours: 0**

**Required Materials****Textbook:**

[Click here to enter text.](#)

**Other Required Materials:**

[Click here to enter text.](#)

**Course Outcomes**

At the completion of this course, the student should be able to:

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**Topical Description**

- 1.

**Notes to Instructors**

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