

# Effective Strategies & Tools for Marketing Business Education

Business educators must effectively develop, deliver, and promote exciting, relevant, and quality programs that meet the needs of students and satisfy the desires of the other stakeholders in business education. This booklet serves as an effective reference for business educators who are searching for strategies and tools to promote their courses and programs. Promotional strategies and new tools that business educators can quickly and easily put into use, as well as marketing strategies that can be used to improve long-term program development and promotional effectiveness are provided. The publication comes packaged with a CD-ROM that contains promotional tools, including brochures, flyers, Web page designs, multimedia slideshow presentations, and videos. This publication was developed by the Foundation for the Future of Business Education. NBEA members from throughout the United States contributed the promotional tools that appear on the CD. (40 pages)



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