

18th April 2023

## Business and advertising

### 1. Advertising

Where and how can you advertise something?

(social networks, classic media, product placement, outdoor...)

What does an advert need to succeed?

Know your target group

AIDA: Attention-Interest-Desire-Action

### 2. Starting a company

Synonyms for found

What makes a good company? What does a start-up need to succeed?

### EXERCISE 1

### 3. Organization and people

Franchising

Limited liability company

Joint stock company

### EXERCISE 2 and 3

Advertising

exercise 4

Which of them is the most/ the least effective?