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?