

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?