# Professor Watson Introduces Updated Social Media Marketing and Advertising Course for Students and Small Business Owners

*September 11, 2026*

TUCSON, AZ - September 11, 2026 -
Professor Greg Watson has announced the return of his applied advertising course, "From Concept to Campaign," a hands-on program that guides participants through the full advertising process from initial idea to finished campaign. The course, offered on an approximately sixteen-week cycle, is now open to both academic students and local small business owners seeking strategic and tactical marketing skills they can apply immediately.

The program combines theoretical foundations with real-world practice, walking participants through conceptualization, strategy, and execution. Through interactive workshops, case studies, and simulations, enrollees learn to craft persuasive advertising campaigns that resonate with defined target markets. The blended structure is designed to serve degree-seeking students alongside working entrepreneurs who intend to take practical concepts back to their own operations.

The course reflects a growing demand among community members for training that bridges classroom instruction and business application. Coursework covers advertising perspectives, the development of marketing and advertising strategies, the creation of advertisements and commercials, and the modern media mix, including traditional and social media channels. Emphasis on measurable outcomes places student achievement at the center of the curriculum, with assignments modeled on the challenges faced by real businesses.

"The goal is to close the distance between what students study and what they can actually do," said Greg Watson, course instructor and program founder. "When a small business owner leaves a session with a campaign framework ready to launch, that is student success in its most practical form."

The advertising course is part of a broader slate of business and entrepreneurship offerings taught by Watson, which also includes Small Business Management and Entrepreneurship, Principles of Marketing, Dynamics of Leadership, Human Relations in Business and Industry, and Ethics in the Workplace. Each course follows a similar model that pairs established principles with direct application, an approach intended to support student achievement across the entire program.

The course structure is built around active participation rather than passive lecture. Watson noted that student engagement is treated as a core measure of the program, with workshops and simulations requiring participants to build, test, and refine their own advertising concepts throughout the term. This applied approach allows academic learners and entrepreneurs to work through shared exercises while pursuing their individual objectives.

"Advertising is a discipline you learn by doing," Watson added. "Every session asks participants to create something they can use, and that focus keeps people invested from the first week to the last."

Watson, a retired serial entrepreneur, has dedicated his teaching to giving back to the entrepreneurial community. His classes are designed to equip participants with the business principles and skills needed to operate in a competitive environment, and his broader work includes ongoing research in entrepreneurship, marketing, and business ethics. A virtual Entrepreneurship Studio offers additional office hours where participants can work directly with Watson on their projects.

Professor Watson provides business and entrepreneurship education through a range of applied courses that serve both academic students and local business owners. The program emphasizes practical instruction across marketing, advertising, small business management, leadership, and workplace ethics.

###

For more information about Professor Watson, contact the company here:Professor WatsonGreg Watson(520) 270-7020gregwatson@professorwatson.com1255 N. Stone Ave. Tucson, AZ 85709-3000(520) 270-7020gregwatson@professorwatson.com

## Professor Watson

*Dr. Greg Watson is a retired serial entrepreneur, dedicated to giving back to the entrepreneurial ecosystem. He experienced dedicated college professor, thus a lifelong commitment to training, teaching, and giving to others was born*

Website: https://professorwatson.com/

Email: gregwatson@professorwatson.com

Phone: (520) 270-7020