

# College of Business News

April 23, 2012

Georgia Southern University

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## Business in Savannah

April 23, 2012

**Jason Anderson**, director of our Small Business Development Center, shared valuable legal information with readers about marketing a business or product using text messages in his BiS column titled “Legal issues regarding mobile marketing.”

Jason writes:

“Text message marketing is particularly popular because the technology doesn’t require a smart phone or a data plan in order for the campaign to reach the mobile user. What a text message campaign, or any mobile marketing effort, does require is a mindfulness of the law.”

Do you know what is and isn’t allowed when sending advertisements or promotional information via text messages?