



Tuesday, November 4, 2008
9:00 a.m.—12:00 p.m.
Registration at 8:30 a.m.
Includes Continental Breakfast and Materials
Saint Vincent College
Cost: \$45 / \$40 per person for two or more
3 CPE Credits—Other

Intro to
Marketing

This workshop is designed for every business owner who is seeking to grow their business.

Attendees will gain an understanding of basic market principles, and how to apply these principles to gain a competitive edge.

TOPICS INCLUDE

Market Planning—Figuring out your best strategy. The format of a marketing plan and why it is important. A mission statement, what is it and why it is important.

Planning your own marketing mix.

How to add value to your marketing efforts.

How to separate yourself from your competition.

Attendees will leave with a better understanding of what should be included in their marketing mix and how that can lead their company to success.

Presented by the Small Business Development Center

TO REGISTER FOR “INTRO TO MARKETING” 11/4/08

Call Saint Vincent College SBDC/CGC at 724-537-4572. **Fax** form to 724-537-0919 with payment information or

Mail attached form with payment to: Saint Vincent College SBDC, Educational Programs, 300 Fraser Purchase Road, Latrobe PA 15650

Name _____

Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Method of Payment: Check Visa MasterCard Check if you are a client. Check if you are a veteran **Check for CPE Credits**

Credit Card Number _____ Exp Date _____

Where did you hear about this program? _____

Included with your registration fee is a one-year subscription (12 issues) to *Inc. Magazine*, valued at \$10.
To activate your subscription, complete and mail subscription card included in your seminar packet.

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