

Budget Stretcher - Marketing on a Dime

bes048

PREREQUISITE:

COURSE DESCRIPTION

In this course you will receive a wealth of information from a seasoned business pro and serial entrepreneur to help you in your marketing efforts. This session will examine where your efforts are presently and the barriers that are preventing your organization from reaching the next level. The session will then delve into several free and low cost advertising and marketing methods. Participants will receive information on techniques they can use to begin their campaign immediately.

COURSE OBJECTIVES

At the completion of this course, the student will be able to

1. Perform a critical examination of current marketing efforts to identify areas for improvement.
2. Apply techniques to create better marketing/advertising for an organization.

METHOD OF EVALUATION (FOR STUDENTS)