

Essential Marketing Skills for Business Owners and Managers

Improve your business through better marketing. This all day workshop focuses on marketing basics and practical ways for small businesses to improve sales and profits. Learn about:

- Product development
- Pricing for profitability
- Cost effective promotions
- Distribution strategies
- Developing a marketing plan
- Search engine marketing
- Social media
- Using the latest marketing tools

DATE: Thurs August 19, 2010

TIME: 9 am - 4 pm

WHERE: UW-Superior
Yellowjacket Union
Room 202

TUITION FEE: \$ 119

REGISTRATION:

Online at:

www.uwsuper.edu/sbdc

For further information call:
715-394-8351

AGENDA

9 am - 12 noon

Part 1 Marketing Basics

- What is Marketing?
- The Marketing Mix
- Choosing and Developing Products
- Pricing Strategies
- Promotion
 - Branding and product differentiation
 - Segmenting and targeting
 - Advertising and Public Relations
- Distribution Channels
- Developing Your Marketing Plan

1 pm - 4 pm

Part 2 Using Marketing Tools

- Market Research
- Customer service and Customer Relationship Marketing (CRM)
- Loyalty programs
- Public Relations—free publicity
- Selling skills
- Traditional Media
 - Advertising
 - Direct Marketing
- Online Marketing
 - Web Sites
 - Search Engine Marketing
 - Online Advertising
 - Email Marketing
 - Social Media
 - Blogs
 - Podcasting

Other SBDC programs:

- *Entrepreneurial Training Program - A Business Plan Writing Course*
- *NEW!!! Arts Enterprise Business Plan Writing Course - an Online Pilot Program for Artists*
- *Project Management Certificate Program - distance learning anytime*
- *Email Marketing*
- *Basics of Financial Management for Business*
- *Coveys 7 Habits for Small Business Managers*
- *Sawyer County Business Breakfast Series*
- *First Steps to Starting Your Own Business*
- *Superior Visions - an educational and networking breakfast series*

Small Business Development Center



www.uwsuper.edu/sbdc



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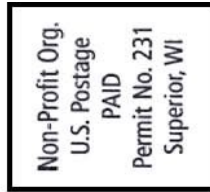
Presented by:
Rick Moran

As a full time instructor in the Business and Economics Department at the University of Wisconsin—Superior, Rick teaches a wide range of business topics.

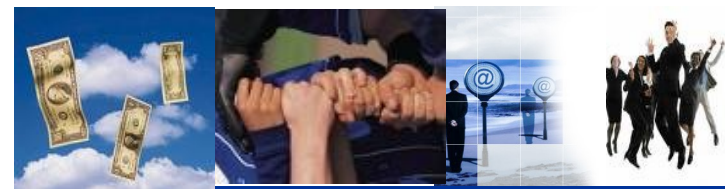
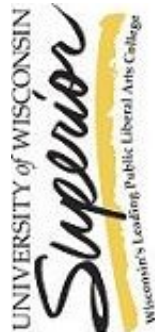


He is also a recovering entrepreneur, having established and run a travel services marketing firm, growing it to more than \$45 million in annual sales. The firm provided marketing and support services to small and midsized travel businesses.

Prior to that Rick was Chief Marketing Officer at a large travel management firm and a partner and at an advertising agency. He started his career in the airline industry, working in cargo sales, travel agency sales management, corporate travel marketing, electronic distribution systems and managing a frequent traveler program.



**Small Business
Development Center**
Erlanson Hall, Room 305
PO Box 2000
Superior, WI 54880-4500



Marketing Fundamentals Workshop

*Thursday August 19, 2010
Superior, WI*

9 am - 4 pm



Small Business Development Center

REGISTER Online
www.uwsuper.edu/sbdc

for more information call
715-394-8408 or 800-410-8351