

# Monmouth/Ocean Small Business Development Center 2009 - Marketing & Recordkeeping Workshops - 2009

For Additional Dates & Workshops Please Visit Our Website: [www.mosbdc.com](http://www.mosbdc.com)

## Marketing Strategies for Small Businesses Robert Mika

This 15-hour comprehensive overview covers the complete marketing functions of a business. Learn about the marketing process, essentials of effective marketing, and the marketing mix as well as the essential elements of target marketing, marketing segmentation, types of competition, databases, and internal analysis. Identify how to position the business in the market in order to develop a marketing plan that focuses on goals and strategies. Discover how to use numbers to effectively analyze the current marketplace in creating valid pricing. Investigate how to create a customer database to help manage your business and explore how to create a viable marketing mix for your small business through advertising, promotions, and sales. This seminar ties together the entire marketing mix into a usable format for growing companies.

Course is 15 hours. (5 sessions - 3 hours each)

NOTE: When registering at Brookdale please be certain to give the time of the class you want to register for.

Fee: \$249

Tuesdays: January 20, 27, February 3, 10, & 17  
Location: Brookdale Community College - COMPLETED

Mondays: March 9, 16, 23, 30, & April 6  
Location: Brookdale Community College - COMPLETED

Mondays: March 9, 16, 23, 30, & April 6  
Location: Ocean County College - COMPLETED

Saturdays: April 18, 24, May 2  
Location: Brookdale Community College - COMPLETED

Thursdays: May 14, 21 9 AM – 4 PM (Double Sessions)  
May 28 9 AM – 12 Noon  
To Register: Call 732-224-2315 Code: XBUSD 044SF  
Location: Brookdale Community College

Thursdays: July 16, 23 9 AM – 4 PM (Double Sessions)  
July 30 9 AM – 12 Noon  
To Register: Call 732-224-2315 Code: XBUSD 044SF  
Location: Brookdale Community College

Tuesdays: September 1, 8, 15, 22, 29  
12 noon – 3 PM  
or  
3:30 PM – 6:30 PM  
To Register: Call 732-224-2315 Code: XBUSD 044SF  
Location: Brookdale Community College

Wednesdays: October 14, 21, 28, November 4, 11  
6:30 PM – 9:30 PM  
To Register: Call 732-255-0404 Code: CEBM-277  
Location: Ocean County College

Mondays: November 2, 9, 16, 23, 30  
3:30 PM – 6:30 pm  
or  
7 pm to 10 pm  
To Register: Call 732-224-2315 Code: XBUSD 044SF  
Location: Brookdale Community College

Saturdays: November 7 9 AM – 3:30 PM\*  
November 14 9 AM – 3:30 PM\*  
November 21 9 AM – 12 NOON  
To Register: Call 732-224-2315 Code: XBUSD 044SF  
\*BRING Lunch - only a half hour lunch break  
Location: Brookdale Community College

## Recordkeeping for Small Businesses Myles Lambert

Gain an understanding of primary financial statements, including their development, their use, and effective methods of analysis. With hands-on instruction in business and accounting software programs, participants will learn the general accounting cycle and how it reflects business transactions. Course is 6 hours. (2 sessions – 3 hours each)

NOTE: When registering at Brookdale please be certain to give the time of the class you want to register for.

Fee: \$99

Thursdays: January 29 & February 5  
Location: Brookdale Community College - COMPLETED

Mondays: February 16 & 23  
Location: Ocean County College - COMPLETED

Saturday: February 28  
Location: Brookdale Community College - COMPLETED

Tuesdays: March 17 & 24  
Location: Brookdale Community College - COMPLETED

Tuesdays: May 5 & 12  
Location: Brookdale Community College - COMPLETED

Tuesday, July 7 & Wednesday, July 8  
2:30 PM – 5:30 PM  
or  
6 PM – 9 PM  
To Register: Call 732-224-2315 Code: XBUSD 043SF  
Location: Brookdale Community College

Saturday: September 12  
9 AM – 3:30\*  
To Register: Call 732-224-2315 Code: XBUSD 043SF  
\*BRING Lunch - only a half hour lunch break  
Location: Brookdale Community College

Mondays: September 14 & 21  
3 PM – 6 PM  
or  
6:30PM – 9:30 PM  
To Register: Call 732-224-2315 Code: XBUSD 043SF  
Location: Brookdale Community College

Tuesdays: October 6 & 13  
6:30 PM - 9:30 PM  
To Register: Call 732-255-0404 Code: CEBM-276  
Location: Ocean County College

Saturday: October 24  
9 AM – 3:30\*  
To Register: Call 732-224-2315 Code: XBUSD 043SF  
\*BRING Lunch - only a half hour lunch break  
Location: Brookdale Community College

Tuesday, November 17 & Thursday, November 19  
3 PM – 6 PM  
or  
6:30PM – 9:30 PM  
To Register: Call 732-224-2315 Code: XBUSD 043SF  
Location: Brookdale Community College

For More Information Call: Bill Nunnally 732-224-2751

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