

January thru June 2008 - Marketing & Recordkeeping Workshops

Monmouth/Ocean Small Business Development Center

For Additional Dates Please Visit Our Website - www.mosbdc.com

Marketing Strategies for Small Businesses

Bob Mika or Bob O'Connor or Jim Cavazzini

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: \$225

Thursdays: Jan. 17, Jan. 24, Jan. 31, Feb. 7, & Feb. 14

3 PM – 6 PM

To Register: Call 732-224-2315 Code: XBUSD 044F

Location: Brookdale Community College

Thursdays: Jan. 17, Jan. 24, Jan. 31, Feb. 7, & Feb. 14

6:30 PM – 9:30 PM

To Register: Call 732-224-2315 Code: XBUSD 044F

Location: Brookdale Community College

Mondays: March 3, 10, 17, 24 & 31

3 PM - 6 PM

To Register: Call 732-224-2315 Code: XBUSD 044F

Location: Brookdale Community College

Mondays: March 3, 10, 17, 24 & 31

6:30 PM - 9:30 PM

To Register: Call 732-224-2315 Code: XBUSD 044F

Location: Brookdale Community College

Saturdays: March 29 9 AM – 3:30 PM*

April 5 9 AM – 3:30 PM*

April 12 9 AM – 12 Noons

To Register: Call 732-224-2315 Code: XBUSD 044F

*BRING Lunch - only a half hour lunch break

Location: Brookdale Community College

Mondays: April 7, 14, 21, May 5 & 12

(no class April 28th)

6:30 PM – 9:30 PM

To Register: Call 732-255-0404 Code: CEBM 277

Location: Ocean County College

Wednesdays: April 23, 30, May 7, 14 & 21

3 PM – 6 PM

To Register: Call 732-224-2315 Code: XBUSD 044F

Location: Brookdale Community College

Wednesdays: April 23, 30, May 7, 14 & 21

6:30 – 9:30 PM

To Register: Call 732-224-2315 Code: XBUSD 044F

Location: Brookdale Community College

Recordkeeping for Small Businesses

Ken Horowitz

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: \$90

Mon., Feb. 4 & Mon., Feb. 11

11:30 AM - 2:30 PM

or

3 PM - 6 PM

or

6:30 PM - 9:30 PM

To Register: Call 732-224-2315

Code: XBUSD 043F

Location: Brookdale Community College

Wed., March 26 & Wed., April 2

11:30 AM – 2:30 PM

or

3 PM – 6 PM

or

6:30 PM – 9:30 PM

To Register: Call 732-224-2315

Code: XBUSD 043F

Location: Brookdale Community College

Wed., April 9 & Wed., April 30

6:30 PM - 9:30 PM

To Register: Call 732-255-0404

Code: CEBM 276

Location: Ocean County College

Mon., May 12 & Tues., May 13

11:30 AM – 2:30 PM

or

3 PM - 6 PM

or

6:30 PM – 9:30 PM

To Register: Call 732-224-2315

Code: XBUSD 043F

Location: Brookdale Community College

For More Information Call: Jacquelin Hoehn 732-224-2124