

News: October 6, 2015–for Immediate Release
Re: South Suburban College, www.ssc.edu

BREAKFAST WITH BCI WORKSHOP SERIES PRESENTS BUILD YOUR MARKETING TOOLKIT: A FRAMEWORK FOR SMALL BUSINESSES AND ORGANIZATIONS

SOUTH HOLLAND, IL– The South Suburban College Business & Career Institute (BCI) presents a Breakfast with BCI Workshop titled *Build Your Marketing Toolkit: A Framework for Small Businesses and Organizations* on Thursday, October 29th from 8:30 a.m. – 10:00 a.m., with check-in and continental breakfast to begin at 8:15 a.m. This workshop will be held in the South Suburban College MB Financial Services Suite (1st floor) and will be presented by Stephanie Walters Jackson, Constant Contact Authorized Local Expert at Blue Top Marketing, Inc.

Many small businesses and organizations find themselves seeking the right strategies to make their marketing efforts as successful as possible. With many different marketing activities to choose from, they often miss some of the important marketing concepts that will help them understand why those activities are so important. This presentation is designed to uncover some of those core concepts and show that a little bit of marketing knowledge can go a long way. Attendees of this presentation will learn:

- What marketing really is (and isn't).
- How marketing has changed in ways that benefit small business.
- The importance of setting goals and objectives for marketing.
- The Four Pillars for Marketing Success—a framework that shows how different marketing activities all fit together, and help small businesses reflect on their own marketing program.

The content of this workshop is targeted for the beginner to comfortable small-business marketer who is looking to build their marketing knowledge, or to reinforce what it is they already know.

The cost of the workshop with continental breakfast is \$15 per person or \$10 per person if three or more from the same company attend. Reservations are required. To register, please call (708) 596-2000, ext. 3254 or email AGlumac@ssc.edu. South Suburban College is located at 15800 S. State Street, South Holland, Illinois.

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