



Lunch can be provided for \$5.00 a person.

RSVP is required for lunch



Webinar Wednesday

Wednesday, February 22nd, 2012

11:30 - 1:00

BCASWI: 6206 N. Discovery Way, Suite A. Boise

(Lunch can be provided)

The Basic Steps of Marketing

Learning Objectives

- Describe the seven basic steps of the marketing process
- Identify the primary expense categories in an effective marketing budget and the factors that impact allocation
- List key principles for maximizing return on marketing dollars.
- Explain the role of the marketing plan in the management and operation of business.

Effective Marketing can make the difference between an average year and a great one. However, planning a marketing campaign can be a daunting task, especially when promotional dollars are scarce. Section 1 from NAHB *Effective Marketing on a Shoestring Budget* course will teach you the purpose and importance of cost-effective marketing and its role in the management and operations business.

To register fill out information below and fax to 377-3553

Company Name: _____ Ph: _____

Attendee: _____ Email: _____

(For lunch) Visa/MC/Discover # _____

Exp: _____ Vcode _____ Signature: _____

Questions? Call the BCASWI at 377-3550