

## Join us for Marketing 101 workshop!

### Learn the basic tools of marketing for profitability.

Marketing 101 provides companies with the solutions and components of a successful Marketing program aimed at improving profitability. Learn the basic tools for defining your Marketing strategies and focusing your limited resources on actions for profitable business growth.



#### **Marketing 101 will teach you:**

- The tools to define your marketing vision and strategies.
- Ways to develop and attract new markets.
- How to generate more leads and convert them into clients.
- How to increase your margins on new sales.

#### **Course Agenda Includes:**

- Know your business - understand your market & customers
- Compare yourself to the competition
- Create marketing success strategies
- Put your marketing to work - craft & deliver your message

**Event:** Marketing 101 Workshop

**Audience:** Open to the public. Recommended for owners or management teams for small to medium- sized manufactures.

#### **To Register:**

Visit [www.purdueMEP.com/events](http://www.purdueMEP.com/events). Search under Top Line Business Growth for dates and locations.

**Cost:** \$149/ per person

**For More Information:** Call (800) 877-5182 ext. 620 or email at [MEPworkshops@purdue.edu](mailto:MEPworkshops@purdue.edu). Upon completing Marketing 101, take your marketing plan to the next level with Marketing Plan Development.

**How We Can Work With You:** In addition to the Marketing 101 workshop, Purdue University's Manufacturing Extension Partnership offers on-site public workshops and provides implementation and consulting services.