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01/13/1986 - How to Make Profit From Marketing

University Marketing and Communications

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EASTERN ILLINOIS UNIVERSITY
Charleston, Illinois

news

January 13, 1986

Select 3

HARRY READ, Director of Information and Publications (217) 581-2820

FOR IMMEDIATE RELEASE

CHARLESTON, IL--How to profit from Marketing, an Eastern Illinois University Community Business Assistance Center (CBAC) program, will be held from 9 a.m. to 4 p.m. on Friday, February 7 in the Effingham Room of the EIU University Union.

Co-sponsored by the Small Business Administration and the Charleston Area Chamber of Commerce, the workshop topics include targeting market selection, location decisions, profitable pricing strategies, anticipating competition and monitoring for success.

Instructors will be Dr. Wayne Chandler, EIU associate professor of marketing, and Dr. Jerry Geisler, chairman of EIU's management/marketing department.

A \$55 registration fee includes lunch, refreshments, materials and a certificate. For further information contact Dr. Terry Maris, Assistant Dean of the EIU College of Business, at (217) 581-3526.