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## 03/19/1985 - How to Profit from Marketing

University Marketing and Communications

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EASTERN ILLINOIS UNIVERSITY  
Charleston, Illinois

news

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Select

FOR IMMEDIATE RELEASE

CHARLESTON, IL--"How to Profit From Marketing" will be offered on Monday, April 22 by the Eastern Illinois University Community Business Assistance Center (CBAC) at the Holiday Inn Conference Resort in Decatur from 9 a.m. to 4 p.m.

Owners and prospective owners of small to medium sized businesses who participate can expect to improve their management skills by becoming adept at developing business plans, according to Dr. Terry Maris, CBAC Director.

Particular attention will be given to target market selection, location decisions, profitable pricing strategies, competition analysis, and monitoring for success. Specific areas of concern of participants will be addressed in depth.

Instructors will be Dr. Jerry Geisler, Chairman of the Department of Management and Marketing and E. Wayne Chandler, Associate Professor of Marketing.

The program will be co-sponsored by the U.S. Small Business Administration. The registration fee is \$55. For further information, or to register, call (217) 581-3526.