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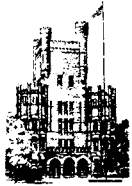
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College of Business
(217) 581-3526*

NEWS RELEASE

FOR RELEASE: March 25, 1986

CONTACT: Dr. Terry L. Maris

NUMBER: 33

Non-Profit Marketing Principles Workshop

"Marketing Principles for Managers of Non-Profit Organizations" will be offered on Tuesday, April 15th by the Eastern Illinois University Community Business Assistance Center (CBAC). The program, co-sponsored by the Small Business Administration and the Charleston Area Chamber of Commerce, will be presented in the Charleston-Mattoon Room of the University Union on campus from 9:30 a.m. to 3:30 p.m.

The workshop will cover such topics as the Marketing Concept, Uncontrollable Environmental Variables Affecting Non-Profits, Marketing Research for Non-Profits, Managing the Marketing Mix for Non-Profits, Product Selection, Promotion Strategies, Distribution Considerations, and Pricing Strategies. The instructors will be Dr. E. Wayne Chandler, Associate Professor of Marketing at Eastern Illinois University and Dr. Ralph B. Weller, Associate Professor of Marketing at EIU.

The registration fee for this workshop is \$50 which includes materials, lunch, refreshments, and a certificate. For further information, or to register, call Dr. Terry Maris at (217) 581-3526.

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