



Marketing 101

What You Should Already Have in Your Toolkit to Win in Today's Marketing Arena

DATE:

Wednesday,
May 16, 2018
11:30 AM – 1:00 PM

LOCATION:

Greater Birmingham
PTAC, Innovation
Depot, 1500 1st Ave N,
Room C-109,
Birmingham, AL 35203

FEE: No fee

DETAILS:

Bring your own lunch

Most of us think of marketing as passing out business cards and brochures, taking out an ad in the newspaper or running an ad on a radio or television station. In reality, marketing is everything you do to promote your business, from the moment you conceive it to the point where customers buy your product or service and begin to patronize your business on a regular basis.

Join us as Marketing Expert and Small Business Owner, Gaynelle Jackson explores the “foundational tools” of the marketing trade and how they can help you enhance or improve your marketing strategy. We will cover the following topics:

- What is the general information you need to know about your business for effective marketing?
- What are you saying about your business?
- What are your marketing pieces saying about your business?
- What does your network do for your business?

Seating is limited! [Click Here to Register Online.](#)
Please contact Pamela Harris for more information:
205-918-8836 or pamela.harris@ua.edu

This procurement technical assistance center is funded in part through a cooperative agreement with the Defense Logistics Agency. The University of Alabama serves as the host institution.

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