



# Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

[www.asbdc.org](http://www.asbdc.org)

## ASU

ALABAMA STATE  
UNIVERSITY

College of Business Administration  
SMALL BUSINESS DEVELOPMENT CENTER

## *“Marketing Your Business For Success”* Workshop

**Friday, September 16, 2016 (11:30am - 1:00pm)**

*Alabama State University*

*Robert Clinton Hatch Hall, Room 306*

*525 Carter Hill Road, Montgomery, AL 36106*

Please park across the street at or near the *Olean Black Underwood Tennis Center*.

**DO NOT** park on the State Forensic Sciences side of the building.

Attend this workshop and learn how an effective marketing plan can help you increase your sales and profitability while efficiently managing your marketing dollars. Topics will include how to conduct market research, define your customer and target your market, analyze your competition, and develop a marketing plan that works for your business and your budget.

### **Workshop Presenter:**

Dr. Joyce McGriff, Professor of Marketing

The workshop is **FREE** and open to the public **PRE-REGISTRATION IS REQUIRED.**

**[CLICK HERE TO REGISTER!](#)**

Next click the ‘Sign Up’ Button

*This event has limited seating.*

For additional information, email to [lflowers@alasu.edu](mailto:lflowers@alasu.edu) or call (334) 229-4138.



The Small Business Development Center at Alabama State University is a member of the Alabama SBDC Network. Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the ASU SBDC, 915 S. Jackson St., Montgomery, AL 36104. 334-229-4848.

