

# Score Business Workshop Course Details

Please see the [Workshop Calendar](#) for Dates & Times

Course Title	Typical Length
<b>Marketing for the 21<sup>st</sup> Century</b>	<b>3 ½ hours</b>

Typically Recommended For		
Planning & Evaluation	Inception & Start Up	Operating Businesses
	yes	yes

Short Description
<p>This workshop answers five fundamental questions:</p> <ol style="list-style-type: none"> <li>1. What is marketing – how has the Internet impacted modern marketing?</li> <li>2. Why is it important?</li> <li>3. How do you make it work for you?</li> <li>4. How should you market your business and spend money effectively to attract customers?</li> <li>5. What roles do Web Sites, Social Media, Instant Messaging play?</li> </ol>



Detailed Course Description
<p>Discover how analysis of the market, customers, your offering, your distribution, pricing and sales program will lead to developing a powerful marketing plan.</p> <ul style="list-style-type: none"> <li>• Learn what fundamentals remain critical even in the age of Social Media and the Internet.</li> <li>• Learn about marketing communication methods for small businesses and their pros and cons.</li> <li>• Learn about <b>Internet Marketing</b> and how to make it work for you.</li> </ul> <p>This dynamic <b>half day seminar</b> will answer some fundamental questions about marketing:</p> <ul style="list-style-type: none"> <li>• What do I need to do to effectively market my business?</li> <li>• Do I need a big budget to do advertising?</li> <li>• What about Internet Marketing – what is its role and how do I make that happen?</li> </ul> <p>Discover some essentials that will help you start thinking and acting like a marketing expert!</p>

Instructor Information
<p><b>Bill Rooney</b> - "35-year marketing career started in sales for Georgia-Pacific in Midwest- Detroit, Milwaukee, Toledo. He wrote his way back to the home office in Sales Promotion, then progressed through Product Publicity, Advertising, Public Relations and Marketing management positions. He is author of 6 books, numerous magazine articles, for 15 years was host of "Around the House with Bill Rooney", a 2-hour Saturday morning call-in Do It Yourself radio show and has taught Home Improvement classes at Portland Community College since 1994."</p>
<p><b>Griff Lindell</b>, C.B.C. (Certified Business Communicator) - For more than 25 years, Griff has managed various sales, marketing and strategy functions to established, reorganizing and emerging companies that have included a mix of the Fortune 500 companies and start-ups in industries such as publishing, high-speed motion analysis, civil engineering, manufacturing, service providers and consulting firms. As a consummate learner and teacher, Griff has taught sales and marketing courses and authored articles on sales, marketing, management and leadership.</p>
<p><b>Sheila Bunnell</b> I- Sheila specializes in business start-ups, marketing and creative strategies for small businesses. She began her career in NYC at DDB Worldwide and, after 12 years in the advertising business and earning an MBA from Columbia Business School, she started and owned an award-winning marketing, advertising and graphic design firm for 13 years prior to moving to Portland in 2002.</p>
<p><b>Dick Mincheff</b> - Spent entire career at Leo Burnett Advertising - one of the world's mega ad agencies. Over career worked on Proctor and Gamble, Marlboro, Virginia Slims, Pillsbury, Dewar's "White Label," Revlon and Union Oil of California. Title: VP Management Director.</p>
<p><b>Tom Howe</b> - Tom Howe has been a practicing attorney for over 25 years and owns two technology companies, including a website design and hosting company. He has written four books (law and software programming) and speaks at legal conferences throughout North America and technology conferences around the world. His practical and entertaining presentation style makes him a highly sought after speaker.</p>