Marketing, managing personnel, planning a business and utilizing software will be taught by SBDC

The RCC Small Business Development Center is providing courses this fall covering advertising, human resource issues, business planning, QuickBooks Pro and MS EXCEL.

MARKETING STRATEGIES: FINDING YOUR WAY THROUGH THE ADVERTISING MAZE—6-9 p.m., Oct. 24: Develop a proactive ad program targeting the customers who need your products and services. Discover how to negotiate through the ad maze to get the most impact for your advertising dollars. Demographic analysis, media choices, and cost comparisons are covered. Continuing Education Units (CEUs) are available. Tuition: $69. Instructor: Julie Rubenstein, Portfolio Consulting.

MANAGING PEOPLE: DEALING EFFECTIVELY WITH DIFFICULT EMPLOYER/EMPLOYEE ISSUES—6-9 p.m., Oct. 25 and 27: Learn to turn managerial difficult issues into pleasant results. Topics covered include hiring, firing, employee evaluations, and conflict management. Continuing Education Units (CEUs) are available. Tuition: $83. Instructor: Lew Tagliere.

BUSINESS PLANNING FOR SUCCESS—6-9 p.m., Oct. 26: Now that you need a business plan – for expansion, for additional capital, or because you’ve learned that 60 percent of all growing business have business plans – you find the process intimidating, confusing or incredibly time consuming. Class covers the “why’s and how to’s” of getting ready to grow your business. Those thinking of starting or buying a business will save time and money by starting with this workshop. Tuition: $50. Instructor: Roger Harding, SBDC instructor.

QUICKBOOKS PRO FOR BUSINESS OR OFFICE – BEGINNING LEVEL—6-9 p.m., Tuesdays and Thursdays, Oct. 25 through Nov. 10. Set up sales and accounts receivables, bank deposits, inventory, labor charges, invoicing, statements, purchasing, accounts payable, bank reconciliation, customized reports and payroll. Continuing Education Units (CEUs) are available. Tuition: $208. Instructor: David Blauer, CPA and QuickBooks Pro advisor.

MS EXCEL FOR BUSINESS OR OFFICE—6-9 p.m. Tuition: $50 each class. Instructor: Penny Stepka, Crescent Computer Services: Getting Started, Oct. 24; Formulas, Oct. 26; CHARTS—Nov. 2; Databases: Nov 7; Object Linking and Imbedding – OLE: Nov. 9. Save by enrolling in the entire Excel series: $210

All classes will be held at the RCC Small Business Development Center, 214 S.W. Fourth St., Grants Pass. Pre-registration is required by noon two working days before the class to avoid cancellation. Enrollment is limited. Register on-line at www.roguecc.edu/SBDC, at any RCC registration site, or call the SBDC at 956-7494, 245-7500, Ext. 7494, or 1-800-411-6508, Ext. 7494, for pre-registration or further information.

The Small Business Development Center is partially funded by the U.S. Small Business Administration. SBA’s funding is not an endorsement of any products, opinions or services. All SBA funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested in advance. Contact RCC Small Business Development Center, 214 SW Fourth Street, Grants Pass, 956-7494 to make arrangements.