SBDC classes offer marketing guidance and computer skills

The Rogue Community College Small Business Development Center will provide a three-part series of classes covering effective marketing and advertising strategies, along with courses on Microsoft Office XP.

MARKETING STRATEGIES PART I: INCREASE VISIBILITY — YOUR ADVERTISING AND SIGNAGE — 6-9 p.m., Thursday and Tuesday, May 12 through 17. Covers what to put into ads, create good signage to get a message to target customers, and increase visibility and success. Tuition: $66. Instructor: Roger Harding, RCC Small Business Management program instructor.

MARKETING STRATEGIES PART II: FIND YOUR WAY THROUGH THE ADVERTISING MAZE — 6-9 p.m. May 24. Focuses on how to wisely place ads. Learn to develop a pro-active ad program that’s right for your business, targeting the customers who need your products and services. Covered topics include demographics analysis and media choices. Tuition: $59. Instructor: Julie Rubenstein, Portfolio Consulting.

MARKETING STRATEGIES PART III: MEDIA SELF-DEFENSE — 6-9 p.m., May 26 and June 2. Learn how to respond if your business becomes involved in a public controversy. Other topics include overcoming shyness, increasing credibility, and nurturing good media relations. Tuition: $99. Instructor: Julie Rubenstein, Portfolio Consulting.

MS OFFICE XP ACCESS SERIES FOR BUSINESS SERIES — Take Microsoft Office computer skills to a new level through hands-on applications. Prerequisite: Basic computer knowledge. Continuing Education Units (CEUs) are available for these courses. Instructor: Penny Stepka, Crescent Computer Services. Tuition for each section: $40. Sections are: Plan Your Database, 6-9 p.m. May 9; Forms and Reports, 6-9 p.m. May 11; Queries, 6-9 p.m. May 16.

All classes will be held at the RCC Small Business Development Center, 214 S.W. Fourth St., Grants Pass. A once-per-term $10 registration fee will also be charged. 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.

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The Small Business Development Center is partially funded by the U.S. Small Business Administration. The support given by the U.S. Small Business Administration through such funding does not constitute or express an implied endorsement of any of the co-sponsors' or participants' opinions, products or services. Special arrangements for handicapped individuals will be made if requested in advance by calling the SBDC.