Nov. 10, 2009

Classes focus on business plans, marketing

“Business Planning for Success: Creating Your Business Plan,” will be offered by the Rogue Community College Business Development Center from 9 a.m. to noon, Wednesdays and Mondays, Nov. 30 through Dec. 14.

Existing and potential business owners will learn about business planning and begin creating plans of their own. Learn about strategies, executive summaries, sales and marketing analysis, and forecasting sales, expenses, and profitability. The instructor is David Ellison. Tuition is $215.

“Marketing Strategies: Street Smart Marketing for the Real World,” is scheduled from 9 a.m. to 4 p.m. Dec. 5 and 12. A combination of classroom lecture and roundtable discussions, the course helps business owners examine their marketing efforts and set a course for greater success.

Learn to define dreams and mission, successfully use the marketing process, strategies and attitude; build and implement a marketing plan; measure results; and determine advertising methods that will best promote a business. The instructor is Dave Tally. Tuition is $215.

Both courses will be held at the RCC Small Business Development Center, 214 SW 4th St., Grants Pass. Pre-registration is required by noon two working days before the class. Enrollment is limited. Register on-line, at any RCC registration site, or call the SBDC at 956-7494 for more information.

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