

Max Marketing Course

Chamber to Host Max Marketing Course

Nashville, Ga.— The Berrien County Chamber of Commerce in partnership with the Small Business Development Center is hosting a Maximum Marketing Course.

Maximum Marketing is part of the Maximum Impact Course Series. Maximum Marketing is a business training program that addresses getting the maximum benefit from marketing efforts for your business. This course is appropriate for experienced or new business owners or operators.

Maximum Marketing is a course created by the Georgia Small Business Development Center Network to help businesses compete and be customer centered in a crowded marketplace. During this 5 week interactive marketing course, participants will understand what marketing is, how to identify their customers, traditional and new ways to reach their markets, as well as the selling techniques. Developing a true marketing plan will be within reach after attending this course.

Below is a list of the topics that will be covered each week:

Week 1: October 1st: Pass or Fail, Marketing for Success

Week 2: October 8th: Fish Where the Fish Are

Week 3: October 15th: Big Marketing for Small Budgets

Week 4: October 22nd: Polish Your Plan

Week 5: October 29th: Grand Finale

Max Marketing is a five week course and will begin October 1 and continue each Friday in October from 11 am until 1 pm at the Berrien County Chamber of Commerce (old courthouse). Participants are highly encouraged to attend all five classes. There is no charge for the course. The class is limited to 20 participants.

If you are interested in registering for the Maximum Marketing Course, please contact the Chamber at 229-686-5123.