

CSUSB COACHELLA VALLEY WOMEN'S BUSINESS CENTER ANNOUNCES PART ONE OF FIVE PART SERIES ON BUSINESS MARKETING

June 22, 2010
By: CVWBC

The Coachella Valley Women's Business Center (CVWBC) will begin a series on Business Marketing on July 22, 2010 from 5:30 p.m. to 8:30 p.m. The seminar will be held at 73-710 Fred Waring Drive, Suite 115, in Palm Desert. Subsequent seminars will be held on alternate Thursday evenings through September 23. The cost for the series is \$100.00 for the five part series with mandatory online registration (www.cvwbc.org). For additional information call 760.345.9200.

The seminars will be presented by CVWBC staff and guest speakers. This first session will cover **Marketing Research**, including various methods and techniques of research, finding a target market, Primary and Secondary Data, the Four P's, and how to analyze the information gathered.

Subsequent seminars will deal with subjects such as **Marketing Methods**, **Publicity**, **Public Relations, and Branding**, **Internet/Blog**, and **Marketing Campaign/Creating/Scheduling/Media**. While each of the seminars may be taken individually (and are priced at \$25 per seminar with mandatory online registration if purchased singly), the greatest benefit is derived from taking the Business Marketing series as a whole.

The CVWBC is a program of the Inland Empire Center for Entrepreneurship (IECE) at California State University San Bernardino in partnership with U.S. Small Business Administration (SBA). CVWBC provides free business counseling, training, mentoring, and networking designed for entrepreneurs, with an emphasis on women in business or women who want to start a business. The Center's programs and services provided are targeted to a diverse range of needs and skill levels to meet client needs, providing services both in English and Spanish.

CVWBC is located at 77-806 Flora Road in Palm Desert, with a satellite office at 73-710 Fred Waring Drive, Suite 106, Palm Desert. For an appointment, information on the programs and services, 2010 schedule or more information please contact Kim Scanlan at 760.345.9200, visit and register at www.cvwbc.org.



The CVWBC is a cooperative program between the Inland Empire Center for Entrepreneurship (IECE) and the US Small Business Administration (SBA). This U.S. Small Business Administration Cooperative Agreement is partially funded by the SBA. 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 at least two weeks in advance. Contact Kim Scanlan at 760.345.9200. 1