

EDINBORO UNIVERSITY

CONTINUING EDUCATION

The Continuing Education division offers:

**Expert
instructors**

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courses!**

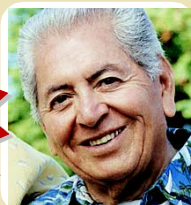


**Opportunities
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just what
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Computer Skills

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Various Courses offered at all four campuses

**EDINBORO ERIE
MEADVILLE ONLINE**

Learn How to Find New Customers in the Digital Age

Edinboro University's Department of Continuing Education and the e-Marketing Learning Center at the Ben Franklin Venture Investment Forum (BV/VIF) are partnering to bring you unique training programs with industry experts, best practices, multimedia, case studies and scenarios that focus on how small and medium-size businesses **find new customers and markets in the digital age.**

Who Should Attend: These classes are relevant for all types of organizations including: Manufacturing, Retail, Service, Government & Nonprofits

Audience includes: CEO/President/Owner, Advertising Managers, Project Managers, Entrepreneurs, Public Relations Managers, Marketing Consultants, Marketing Managers, Market Research Managers, IT/Web Managers, Sales Managers, Customer Relationship Managers

What You Will Learn: Learn the best known practices and how to separate hype from hope when deciding what strategies will meet your objectives; Discover new ideas and opportunities to find new customers, products, and markets; Reach your customers more efficiently through highly-targeted, effective and low-cost strategies.

Essential Guide to Business Building in the Online Channel Friday, September 10, 2010, 9-11:30 am

Guide for Developing a Website RFP - Friday, October 8, 2010, 8:30 am – Noon

e-Mail Marketing Hands-on Workshop - Friday, November 5, 2010, 8:30 am - Noon

Guide to Successful Search Engine Optimization - Friday, December 3, 2010, 8:30 am – Noon

Online Leads 2 Sales Training - Friday, January 7, 2011

All Classes are held at Edinboro University in Meadville – The Joseph T. Buba Center. **Each class is \$140**

Call 814-732-2544 or discover more and register at

<http://ce.edinboro.edu>

Dr. Jeremy D. Brown, President One of the 14 universities in Pennsylvania's State System of Education

