



MARKETING

Sales, Marketing & Budget Plan



Instructor:
Richard Stern

Establish the principals of developing a Sales Plan, Budget and Marketing Plan.

Learn to create the concept for a plan, which will ultimately create the message and direction for the company. The goal is to influence both the Retail Buyer and the Consumer. You will learn to analyze various media and promotional outlets in drawing up the plan such as creating a budget and analyzing each outlet to determine Maximum Market Impact.

July 31, 2018
9:00am - 11:00am

**18645 Sherman Way #114
Reseda, CA 91335**

818-705-9977
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Register to attend
bscvalley.org/events



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