

BUSINESS



Small Business Marketing Tool Kit

Today's marketing is relationship, permission and appreciation-based. Here are a few affordable ways to keep the conversation going with prospects and clients: social networking; articles, blogs, forums and press releases; email-audio/video/text; joint venture projects; cards and letters. Learn the inner game of marketing. (30 hrs, 3 CEUs)
Instructor: Donna Duffy

▶ 9/23-12/2, Thursday, 5:30-8:30pm, 10 sessions. \$525. EYD 536 231

Grant Writing

Develop the skills needed to prepare a competitive and compelling grant through hands-on experience in identifying funding sources, developing a grant, serving on a grant review panel, and having your grant evaluated. Students will learn the basic grant writing format which can be used in current and/or volunteer positions. Writing skills are required for this course. (12 hrs, 1.2 CEUs)
Instructor: Sue Early

▶ 9/21-10/26, Tuesday, 6-8pm, 6 sessions. \$159. EYD 299 231

Planning the Entrepreneurial Venture

Learn how to research, develop and write detailed start-up business plans. Includes: Business Planning Process—opportunity recognition, business concept development, feasibility testing, and the business plan; Business Planning for a new venture: management/organization, product/service, marketing and financial plans. Gain the knowledge, skills, concepts, and strategies relevant for start-up and early stage entrepreneurs. Practical hands-on approach encourages students to immerse in the vision, research, and planning of a new venture. Combines e-learning with face-to-face instruction. (18 hrs, 1.8 CEUs)
Instructor: Beth Rodier

► 11/9-12/14, Tuesday, 6-9pm, 6 sessions. \$235. EYD 532 231

General Office Clerk - Coming February 2011

Have you always wanted to work in a professional office but lacked the skills to begin? Prepare for an entry level office position in this 12 week program. Call 302-856-5400, ext. 3630 for January orientation dates. FREE to eligible individuals. Auxiliary aids and services are available upon request to individuals with a disability. *The WIA Title I – financially assisted program or activity is an equal opportunity employer/program.*

Sophisticated Charitable Planning Techniques

Charitable giving in financial and estate planning can be complex in nature. For those with an understanding and familiarity of basic giving concepts, this course provides a look at a number of dynamic planning strategies.

Author/Lecturer: Arthur Joseph Werner, J.D., LL.M. (Taxation)

Approved for 8 hrs, .8 CEUs; 7 CEUs for Certified Licensed Underwriters, 6.5 CLEs for DE Attorneys, 8 CPEs for Accountants, 7 CEUs for CFP Professionals.

Friday, October 8, 2010, 8:30 a.m. – 4:30 p.m.

Registration 8:00-8:30 a.m.; lunch included

- EYD 500 201 Register by 9/3, \$200
- EYD 501 201 Register by 9/17, \$250
- EYD 502 201 Register after 9/17 through 10/1, \$300