

NEWS RELEASE:

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NORTH ISLAND COLLEGE CONTINUING ED OFFERS ENTREPRENEUR-ORIENTED MARKETING SERIES WITH AWARD-WINNING CONSULTANT

Courtenay, BC—In a slow economy, the last budget item a business should cut is marketing... or a business will ensure that it loses top-of-mind awareness. But, some marketing tactics are “smarter” than others, so North Island College wants to help business owners market more wisely and cost-effectively in 2010.

NIC’s Continuing Ed department is again collaborating with Comox Valley marketing consultant, Carolyn Touhey, to present “**Marketing On A Shoestring**”—a series of courses this winter, which have been very popular in previous semesters. This semester, NIC is offering day and evening sessions to accommodate business owners’ schedules.

The first course in the series, **The 10 Cardinal Sins of Small Business Marketing**, is scheduled for Wednesday, February 10, 10 am - noon.

Ms. Touhey will offer her **Marketing Bootcamp** on Wednesday, February 24, 10 am-3:30 pm as well. The Bootcamp walks participants through a step-by-step process of creating a marketing communications plan for their business, using the workbook that will be provided.

Registration is required, at least 3 days in advance of each course. Seating is limited, so don’t delay. For more information about the courses or to register, please contact Continuing Education at 250-334-5000, ext 4601. If you prefer online registration, visit online at http://www.nic.bc.ca/students/continuing_ed/.

For additional courses in this series, see the NIC Continuing Ed catalog or call for details.

An award-winning marketing consultant with more than 25 years experience, Ms. Touhey is owner of SmartBiz Strategy, which she opened in the Valley in 2007. In addition to running her US-based company since 1990, she has years of experience teaching at Johns Hopkins University and Loyola College. She has authored more than 200 articles for various business publications and conducted hundreds of workshops for small business owners. (www.SmartBizStrategy.com)

Comox Valley Chamber of Commerce members receive a discount for these courses. Inquire at registration.

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