

## **NEWS RELEASE:**

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### NORTH ISLAND COLLEGE CONTINUING ED OFFERS ADDITIONAL MARKETING COURSES FOR ENTREPRENEURS

Courtenay, BC—Back by popular demand, NIC's Continuing Ed department is offering additional courses in its popular series, "**Marketing On A Shoestring**" –a series of courses created and taught by marketing veteran, Carolyn Touhey.

The March courses in this series include "**Marketing Bootcamp**" and "**A Bird In The Hand Is Worth...** "

Ms. Touhey will offer her **Marketing Bootcamp** on Wednesday, March 3 and Wednesday, March 10, 6:30-9:30 pm (two consecutive weeks). 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.

"A Bird In The Hand Is Worth..." a workshop about the strategic importance of getting more business from existing relationships through a planned approach, is scheduled for Wednesday, March 24, 10 am - 12 pm.

Ms. Touhey says, "Statistics say that more than 50 percent of customers stop doing business with a company because they feel unappreciated, not dissatisfied. On top of that, estimates say it costs 5 times more to keep a customer than to fish for a new one. Many business owners don't realize the importance of their customer list, let alone referral sources, so they spend way more money on marketing than need be. This course will teach them how to work their database to save money and nurture relationships."

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/](http://www.nic.bc.ca/students/continuing_ed/).

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](http://www.SmartBizStrategy.com))

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

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