

Introduction to Marketing

March 1, 2

Baltimore, MD

Purpose: Successful organizations know how to market well. They identify their markets, find out what their markets want, and provide products and services to meet those needs. CRPs are no different. Through this course, participants will learn how to focus their organizations on marketing, how to identify and prioritize markets, how to develop better marketing materials and surveys, use focus groups, and improve customer service.

Audience: Executive, Managers, Supervisors, Marketing Staff

HOTEL INFORMATION

Tremont Plaza Hotel

222 St. Paul Place Baltimore, MD 21202

Reservation: 800-873-6668 Tel: 410-727-2222 Fax: 410-685-4215

Room Rate: \$129 Parking: \$25

Reservations: Cut-Off-Date: February 1, 2010