



## Brand Management & Marketing Certificate Program

Strategic marketing for a business is sometimes hard to navigate. Come learn from our expert, Petia Bradshaw, MBA, about how to effectively market yourself or your business on a budget.



Spring 2014 Course Offerings: Market Yourself on a Budget!

**AR204- How to Effectively Brand  
Your Small Business**

2 Sessions; 4 Hours  
Tuesday, 03/25/2014, Thursday 03/27/2014  
6:00pm-8:00pm  
\$99

**AR205- Connecting Your  
CUSTOMERS to your BRAND**

2 Sessions; 4 Hours  
Tuesday, 04/01/2014, Thursday 04/03/2014  
6:00pm-8:00pm  
\$99

**AR210- Generate Press and  
Publicity**

2 Sessions; 4 Hours  
Tuesday, 04/08/2014, Thursday 04/10/2014  
6:00pm-8:00pm  
\$99

**AR226- Harness the Power of Email  
Marketing to Deepen Relationships**

3 Sessions; 6 Hours  
Tuesday, 04/15/2014, Thursday  
04/17/2014, Tuesday 04/22/2014  
6:00pm-8:00pm  
\$99

**AR220- Build an Online Platform:  
Social Media & Engagement**

3 Sessions; 6 HRS  
Thursday, 04/24/2014, Tuesday  
04/28/2014, Thursday 05/01/2014  
6:00pm-8:00pm  
\$129

**AR225- Unlocking Consumer  
Motivations: How to get them to buy**

2 Sessions; 4 Hours  
Thursday, 05/06/2014, Tuesday 05/08/2014  
6:00pm-8:00pm  
\$99

The City College of New York  
Continuing & Professional Studies  
Shepard Hall, Room 2  
On Convent Avenue, Near 140th St.

Connect @CCNYCPS



Three Ways to Register  
Phone - 212.650.7312  
Online [CPS.CCNY.EDU](http://CPS.CCNY.EDU)  
In Person

*'Steeped in Education, Rooted in the Community'*



Brand Management and Marketing Certificate Program SPRING 2014

**How to Effectively Brand Your Small Business**

Your brand is MORE than a logo, color or catchy tag-line. Your brand, **is** your company's personality and the visual message that is intuitively communicated to your audience and tells them: Who your company is, what it does and what your values and goals are. Take this course to learn effective ways to brand your small business without breaking the bank and position it for success!

2 SESSIONS; 4 HOURS

Tuesday, 03/25/2014, Thursday 03/27/2014,

6:00pm-8:00pm

**\$99**

**Connect your CUSTOMERS to your BRAND Image**

Identify what your brand is, and learn how to market it to your customers. What is your image? How do you keep or develop positive word of mouth? How does your work space, image and language reflect your brand? Learn how to effectively incorporate mix marketing strategies: advertising, special events, sales promotions, and public relations.

2 SESSIONS; 4 HRS

Tuesday, 04/01/2014, Thursday 04/03/2014

6:00pm-8:00pm

**\$99**

**Generate Press and Publicity**

Learn the artistry of press releases and press kits both traditional and digital, and how powerful they can be in luring the media to you and your business. Creative entrepreneurs will learn to find a voice to market in the competitive commerce market.

2 SESSIONS; 4 HRS

Tuesday, 04/08/2014, Thursday 04/10/2014;

6:00pm-8:00pm

**\$99**

**Harness the Power of Email Marketing to Deepen the Relationship with your Current Connections**

Email Marketing still has the highest ROI of all digital marketing. For this reason millions of small businesses and organizations use email marketing every day to keep in touch with their customers and members. Take this course and learn:

- The ins and outs of email marketing to deepen relationships with your audience
- Tips and techniques for e-mail marketing best practices
- Tools for building a mailing list and keeping subscribers loyal and engaged.

3 SESSIONS; 6 HRS

Tuesday, 04/15/2014, Thursday 04/17/2014, Tuesday 04/22/2014

6:00pm-8:00pm

**\$99**

**Build an Online Platform: Market with Social Media to Increase Sales**

This course teaches you how to use the web/media platforms effectively and efficiently to increase your online presence and profit margins. You will leave knowing how to use current social media outlets, viral marketing, and purchasing followers to generate buzz about your business and engage consumers to know who you are and link your brand with your product and increase your bottom line.

3 SESSIONS; 6 HRS

Thursday, 04/24/2014, Tuesday 04/28/2014, Thursday 05/01/2014

6:00pm-8:00pm

**\$129**

**Unlocking CONSUMER Motivations: How to get them to Buy?**

Knowing is half the battle. Understanding how why and what buyers buy is one of the mechanisms used to get them to buy your product. Students will leave learning and watching market trends and where buyers get their information. Learn how to tailor your research to your specific consumer.

2 SESSIONS; 4 HRS

Thursday, 05/06/2014, and Tuesday 05/08/2014

6:00pm-8:00pm

