

## SCORE Workshop

SCORE Workshops

### Creating an Actionable Marketing Plan

This workshop details how you look at your business from a broad marketing perspective that leads you to sound decisions on spending your promotional dollars. The ultimate objective of a marketing plan is to profitably grow your business.

Highlights: You will learn:

- How to prepare comprehensive marketing plan
- Difference between marketing and promotion
- How to analyze sales data
- How to budget for marketing and promotion

**Jim Means of SCORE Presents this workshop.** Jim's work experience includes 35 years in advertising, consumer marketing, and retailing with publicly traded companies like Unilever, Exxon-Mobil, Southland Corporation, and Colgate-Palmolive. His work experience includes annual plan preparation, brand positioning, and management of ongoing advertising, promotion, and field sales budgets and organizations for nationally and internationally marketed packaged goods brands. He holds two degrees in marketing, BBA and MBA, and has been a SCORE counselor for several years.



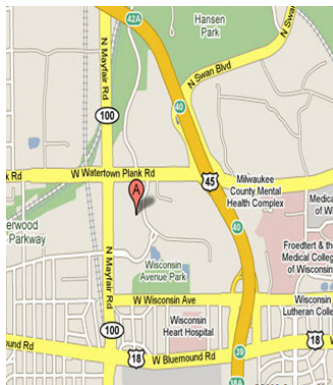
SCORE SE Wisconsin



Offering free and confidential business mentoring and low cost Business Workshops.

SCORE SE Wisconsin  
310 W. Wisconsin Ave.  
Suite 425  
Milwaukee, WI. 53203  
414-297-3942

[staff@scorewisconsin.org](mailto:staff@scorewisconsin.org)  
[www.scorewisconsin.org](http://www.scorewisconsin.org)



### Register Today!

**Date:** Saturday February 25, 2012

**Time:** 9:00 am-Noon

**Location:** Milwaukee County Research Park

Room 121

10437 Innovation Dr.

Wauwatosa, WI. 53226

**Register:** <http://scoresewisconsin.org/workshops/>