

"The instructors at MCCTC worked with the students with an understanding of their needs. The quality of advice they provided gave a realist approach to employment and personnel issues that may be encountered as Human Resource Professionals." **Beth Reiner, Dearing Pump Co**

"The classes were a perfect blend of curriculum, and many instructors years of experience." **Carol Givens, LifeSkills**

"I love the teaching style of my instructor. Fun informative class. Good group discussions." **Brenda Ritz**

"The instructor was positive, encouraging and very knowledgeable. She really caught our interest, and made the material easy to understand." **Nichole Marxen**

"Our training sessions were awesome-Real World Office Issues" **Marie Lishick,**

Ohio Rehabilitation Services Commission

"The Leadership & Supervisory Certificate is an excellent training tool for leaders in all facets of business." **Karen Stacey, Leadership Mahoning Valley**

"This HR program helped jump start my career as a Human Resource Asst. I gained knowledge in HR processes, procedures, laws & practices." **Marla Adams, Corrections Corp. of America**

"I like receiving the handouts for future reference & the student workbooks that came with each phase of the HR certificate course. This will be invaluable material." **Mary Beth Wison, Vista AST2**

Check out our other certificates in :

Customer Focused Management

Supervisory/ Leadership

Marketing & Sales Solutions

Human Resources

Advanced Human Resources

Strategic Management

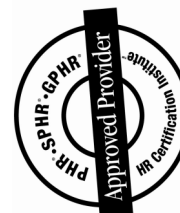
1/12



Classes can be customized to companies specific needs. Training can occur on company site or our site.

Mahoning County Career Center

Adult Workforce Development
7300 North Palmyra Road
Canfield, Ohio 44406



Mahoning County Career Center
Workforce Development Training



Advertising & Public Relations Certificate

7300 N Palmyra Rd
Canfield, OH 44406

330-729-4100
www.mahoningctc.com
Rebecca.Harris@MahoningCTC.com



Advertising & Public Relations

Whether working with an agency or building your own advertising and PR plan, your marketing success depends on knowing what works best for your business. How do we attract and keep customers? How do we get press coverage? What ads and sales literature work and why? This certificate program gives you a bedrock of information to implement the most effective campaigns for driving sales and satisfying customers.

The Advertising & Public Relations certificate incorporates 5 courses listed to receive the Advertising & Public Relations certificate at a total cost of **\$195.00**.

Total Hours-15

Evening Session: Meet twice per week on Tuesdays & Thursdays.

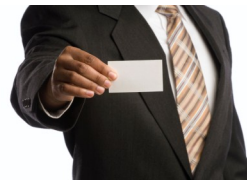
Start Date: May 17, 2012

End Date: May 31, 2012

Time: 6:00 p.m.— 9:00 p.m.

Class Topics

- **Advanced Advertising, Press Releases & Media**
- **Building Your Brand**
- **Intro to Advertising**
- **PR I: Public Relations in the 21st Century**
- **Technology Driven Market Strategies**



Hear what our students are saying:

“MCCTC is a great place for you to update your training in your field. The classes & instructors are excellent, and classes are certified! And with their flexible schedule it’s easy to do.”

Michelle Moorhead, Ohio Edison/Penn Power Credit Union

“It’s a great opportunity for good training close to home.

Ruth King, CTM Labeling Systems

“I found the availability / topics regarding classes to be generous & updated with the most current research-basically a lot to choose from to meet my particular needs. The environment & overall atmosphere was welcoming & genuine. I would return back to MCCTC for further education. “

Robert McBride, Homes for Kids

“I enjoyed my Human Resources classes and was able to apply the information I learned in my current job.” **Monica Pawlen, Austintown Schools**

“The variety of Human Resource topics covered by the instructors bringing years of hands on experience to the classroom provide a foundation on which you can build or enrich a career.” **Annette Grahovac, Austintown Schools**

“As soon as I completed the HR certificate program, I got a job as an HR director.

Frank Hunt, M&M Manufacturing

“I would recommend that anyone in the field of HR/Business Management / Communications / Public Relations consider enrolling in an upcoming course. They examine self-awareness; Personally , I gained a great deal!”

Michelle Chevront, V& M Star

*“Every Chief Officer in the Fire Service should attend for valuable HR information and the better manager techniques you obtain here at MCCTC’s HR Certificate”. **Don Hutchison, Cardinal Joint Fire Dept***

“The HR Certificate at MCCTC is an exceptional training program for anyone looking to advance his/her career. Top level managers would benefit from this program on a variety of levels. The instructors are knowledgeable, professional & utilize the most up-to-date material to help you become successful.” **Lisa Solley, Area Agency on Aging 11, Inc.**