



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

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

Check out our other certificates in :

Supervisory/ Leadership

Customer Focused Management

Human Resources

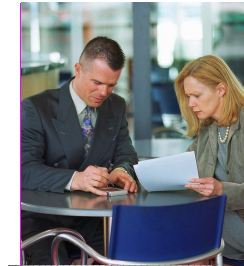
Advanced Human Resources

Mahoning County Career Center

Adult Workforce Development
7300 North Palmyra Road
Canfield, Ohio 44406



Mahoning County Career Center
Workforce Development Training



Modern Marketing
Solutions
Certificate

7300 N Palmyra Rd
Canfield, OH 44406

330-729-4100
www.mahoningctc.com
Rebecca.Harris@Mahoning CTC.com



Modern Marketing Solutions Certificate

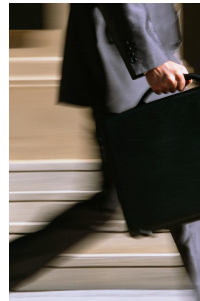
Enhance your credentials and expertise while you focus your organization's marketing function to drive revenue and grow the business. Whether you are a new or veteran marketing or sales professional, you will benefit by participating in this Modern Marketing Solutions Certificate.

The Marketing Certificate incorporates 10 courses listed to receive the Modern Marketing Solutions certificate at a total cost of **\$295.00**.

Total Hours— 30

Meets twice per week on Monday & Thursday.

Start Date: October 4, 2010
End Date: November 1, 2010
Time: 6:00 p.m.—9:00 p.m.



Class Topics:

- **Advanced Advertising, Press Releases & Media**
- **Building Relationships & Overcoming Objections**
- **Building Your Brand**
- **Dynamic Sales Presentations**
- **Entrepreneurial Marketing**
- **Goal Setting & Implementing Your Marketing Plan**
- **Intro to Advertising**
- **PR I: Public Relations in the 21st Century**
- **Selling Smarter**
- **Technology Driven Market Strategies**

Hear what our students are saying:

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

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

“*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