

# Marketing II



Want to become a fantastic salesperson?

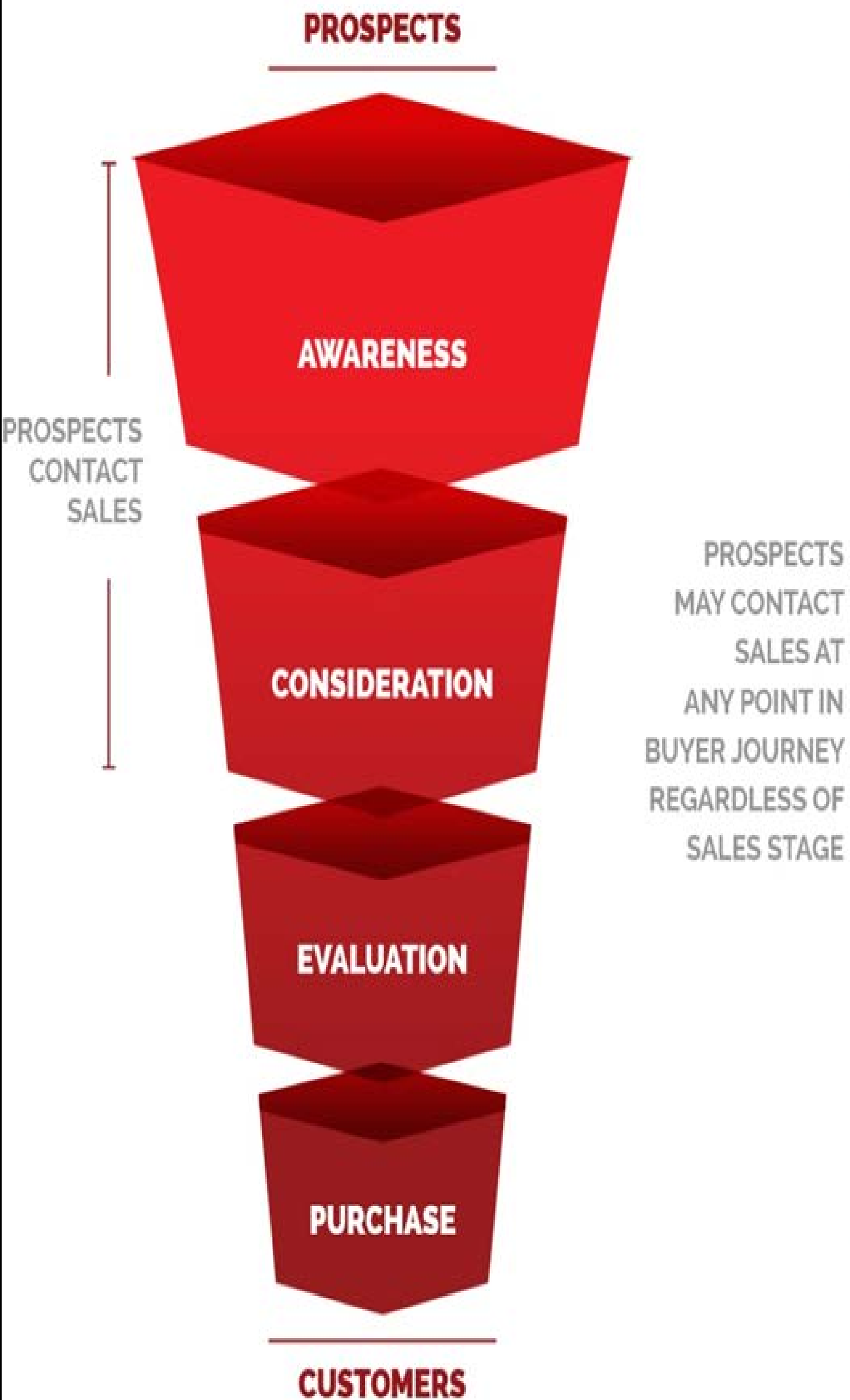
How is digital media changing the way we shop?

What is the best Marketing Channel?

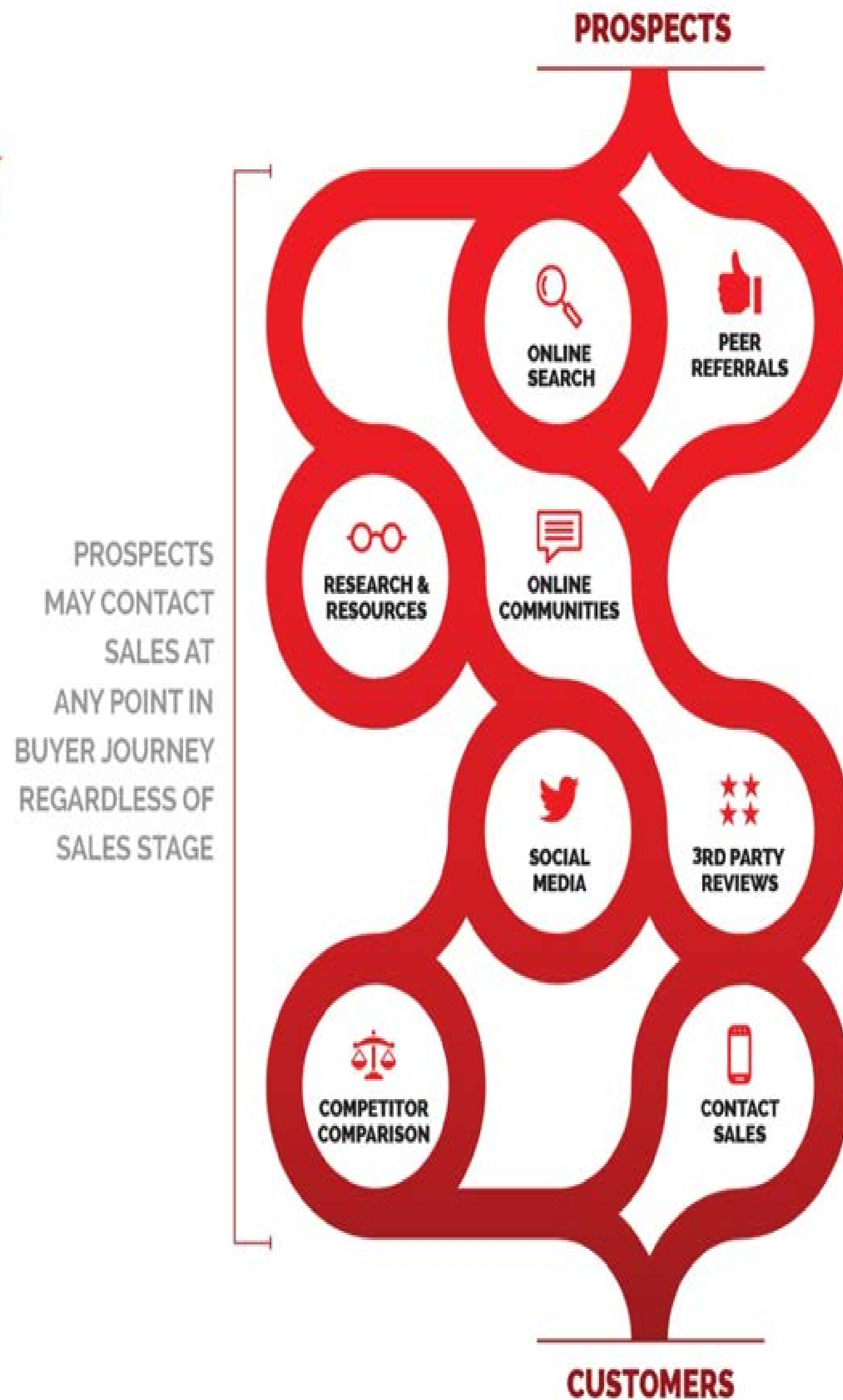


***Sharpen Your Skills With  
Marketing II!***

## Traditional Sales Funnel



## The New Sales Journey



## Marketing II

- Develop a microsite experience for your favorite sport
- Create a new brand
- Perfect your messaging technique
- Learn viral marketing tactics



# Class Activities Include:

Measuring Consumer Preferences  
with Google Analytics

Developing a Social Media Calendar

Case Studies

Creating Innovative Packaging



# Skills You Will Master

Personal Selling

Writing Copy

Meeting Deadlines

Marketing Strategy

Consumer Behavior Analysis

Any Questions?

Come see us in room 121  
or in the Business Office!