



Marketing & Public Relations Classes

**Taught by Star Hunter, MA,
and Frank Moraga**

Each session will build on the previous sessions but can also be taken individually.

Fee: \$35 per class

Spring 2012

1 February 11, 2012, 9 a.m. to noon — *"Marketing 101: Finding the Real You."* It does you no good to spend time and money to create a full-fledged marketing campaign if you can't identify what you have that's worth marketing. This session features a self-analysis of your business, nonprofit organization ~ or yourself. You'll consider your strengths, weaknesses, challenges and opportunities; what you're doing better than your competitors, and who your target audiences might be. You will take a critical look at your current image and how you can build on it. Then you will be ready to create a marketing campaign.

Instructor: Star Hunter, M.A.

2 March 10, 2012 9 a.m. to noon — *"Public Relations: Get Your Message Out!!!"* You have identified your business niche and your audience; now it's time to get the word out. How? Create a public relations campaign. Among other topics, you will look at potential media avenues and see what fits — print, radio and television broadcast, cable, social marketing, guerilla marketing. You will examine ways to increase free publicity, such as media releases, public service announcements, and cross-promotion efforts with businesses and/or organizations that make sense. And you will create a plan and timeline for your campaign.

Instructor: Star Hunter, M.A.

3 April 14, 2012, 9 a.m. to noon — *"Write About Your Work with Style, Purpose and Professionalism."* Before you put ink to a brochure or flyer, or cursor to your blog, think about how to structure your message. We'll help you focus on the who, what, where, when, how and why. Other topics: Lead with your most important point. Use, but don't overuse, adjectives. Cut the fluff, but don't skimp on accuracy and important details. Make it clear. And finally, correct your grammar, punctuation and spelling. We will look at everyday examples of bad writing/editing. We'll also explore how your message may change based on your audiences' gender, age, cultural background and language.

Instructor: Star Hunter, M.A.

4 May 12, 2012, 9 a.m. to noon — *"Tapping Your Techie Side to Promote Your Work."* In this session you will learn to take advantage of new technology to reach your target audiences and grow your sales. It really isn't hard, and you don't have to do it all. We'll help you pick the new media that make the most sense for you — interactive webpage, email blasts, Facebook, Twitter, YouTube, etc. — then create a plan to use those media. You'll also learn how to increase your contacts via subscriber sign-ins on your website, how to take advantage of polling technology like Survey Monkey, and how to evaluate the effectiveness of your efforts using management by objective techniques. You will then be ready to make any needed course corrections.

Instructor: Star Hunter, M.A.

To sign up, call CCC at 928.526.7654 or go to www.coconino.edu/academics/community/enrichment



Shooting Star Communications LLC
A multimedia marketing and public relations firm

Getting Your Message Out ... Brilliantly

For more information, email the instructor at
shootingstarcom@mac.com