

Long Beach City College

Center for *Training & Professional* **Development**

# Make Mornings Matter

*Business advice to start your day!*



## Fundamentals of Marketing

“Marketing is everything”

Marketing is a very significant aspect of the business world. It is one of the most important things that you can do to ensure the success of your business or organization. This presentation will discuss how every part of your business or organization is meaningful to your customers and prospective customers alike. Learn about the four elements every successful business owner knows about marketing:

***Know your business • Know your customer***  
***Know your competitor • Know your plan***

**About our Expert:** Debra S. “Debbie” Esparza, is currently the CEO for the Girl Scouts Council of Greater Long Beach and principle consultant with Esparza & Associates. She has assisted thousands of small businesses and entrepreneurs over the past 15 years. Debbie’s expertise includes commercial banking as well as community economic development. In 1999, Debbie was recognized as the minority Advocate of the Year by U. S. Small Business Administration and the City of Los Angeles; and was previously honored as the 1998 Ernst & Young, Entrepreneur of the Year, as “Supporter of Entrepreneurship” in Los Angeles. She was also named in Hispanic Business Magazine’s 1998 List of the 100 Most Influential Hispanics. Debbie holds two degrees from USC, a Bachelor of Science in Business Administration, emphasizing Finance and Business Economics and a Master of Business Administration, emphasizing Entrepreneurship and Venture Management.



**February 8, 2006 at 7:15 a.m.**

**Cost: FREE**

*Continental Breakfast will be provided.*

RSVP by February 1 • Space is limited

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**Long Beach City College**

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