

RETAIL SBM



**DELIVERED
IN-PERSON
IN NEWPORT**

**JOIN THE
OREGON COAST
SMALL BUSINESS
MANAGEMENT
PROGRAM**



OREGON COAST
COMMUNITY COLLEGE





October 15, 2024, Session 1

A Strong Brand Attracts Customers & Repeat Business
Featuring Jim Beriault

November 12, 2024, Session 2

Essential Marketing via Websites, Email, Social Media, Events & Pop-Ups
Featuring Jen McFarland

December 10, 2024, Session 3

Online Sales & Seasonal Marketing
Featuring Celeste Sipes

January 14, 2025, Session 4

Where the Eyes Go the Feet Will Follow
Featuring Kelliane Parker

February 11, 2025, Session 5

Understanding & Using Financial Statements for Planning & Budgeting
Featuring Natalie Bronson

March 11, 2025, Session 6

Inventory Management & Purchasing
Featuring Spencer Crandall

April 15, 2025, Session 7

In-House Sales & Customer Service
Featuring Kelliane Parker & Leslie Hildula

May 13, 2025, Session 8

Best Practices in Hiring and Managing Employees
Featuring Jill Critchfield

June 10, 2025, Session 9

Retail is a Team Sport: Refining Leadership and Work/Life Balance
Featuring Leslie Hildula

**CLASSES HELD
IN PERSON**

**9AM-NOON TUESDAYS
PARTICIPATION ALSO INCLUDES
ONE-ON-ONE ADVISING.**

**CLASSES HELD AT
OCCC CENTRAL CAMPUS
400 SE COLLEGE WAY
NEWPORT**



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