

For a complete listing of classes available, please visit our website at [morainepark.edu](http://morainepark.edu) and click on Programs & Courses.

## Register by Phone:

920-924-3207 or 1-800-472-4554

## Register In Person:

Stop by Student Services at one of our Campus\* locations starred below.

## Phone and In-Person

### Registration Hours-Academic Year

Monday–Thursday 7:30 a.m.-6:30 p.m.

Friday 7:30 a.m. - 4:30 p.m.

### Summer Hours

Monday–Thursday 7:30 a.m.-6:30 p.m.

Closed Fridays in June & July

***Registrations requested at least one week prior to class.***

## Locations

### Beaver Dam Campus\*

700 Gould Street

Beaver Dam, WI 53916-1994

### Fond du Lac Campus\*

235 North National Avenue

PO Box 1940

Fond du Lac, WI 54936-1940

### West Bend Campus\*

2151 North Main Street

West Bend, WI 53090-1598

### Jackson Regional Center

N173 W21150 Northwest Passage Way

Jackson, WI 53037

### Ripon Regional Center

850 Tiger Drive

Ripon, WI 54971-0313

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### 145-450 Facebook for Small Business

3 Hrs. - \$35.00 (62 & over \$21.96)

Facebook gets people looking at you and your business, and has the potential to reach new customers. Learn how to use this social media tool as a resource that can benefit your small business. Students open an account, set up a Facebook page and learn what Facebook can and can't do for a small business. Students should have a basic understanding of computers. Please bring your log-in information and passwords to class.

21013	FDC	W	05:30P-08:25P	Kraft	08/16-08/16
21024	WBC	W	05:30P-08:25P	Kraft	11/01-11/01

### 145-448 Social Media and Your Online Strategy for Small Business 1

3 Hrs. - \$35.00 (62 & over \$21.96)

A solid strategy is the key to social media success. We will help you identify which social media platforms are best suited to market your business and enhance your brand. You'll learn to develop a strategy to sustain your social media presence and measure your success.

21098	WBC	W	05:30P-08:25P	Moore	09/27-09/27
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### 145-440 How to START YOUR OWN BUSINESS Workshop Series

15 Hrs. - \$159.00 (62 & over \$106.86)

Small, growing businesses need help. The reality of entrepreneurship is that you can't do it all on your own. This series of 5 consecutive workshops are designed to give you the business management skills & resources necessary to succeed in today's competitive market. Take 1 or all 5 workshops. Each workshop meets for 3 hours for a total of 15 hrs.

20861	WBC	W	05:30P-08:25P	Lieven	10/04-11/08
20867	FDC	R	05:30P-08:25P	Melzer	11/09-12/14

### 145-441 Introduction to Owning a Small Business - Workshop 1

3 Hrs. - \$35.00 (62 & over \$21.96)

Participants will be introduced to what it takes to start or purchase a small business. You will get practical advice and ideas that work. We will show you where to find the resources needed to take the next step and discuss economic and other factors of business ownership. No prerequisite.

20855	WBC	W	05:30P-08:25P	Lieven	10/04-10/04
20862	FDC	R	05:30P-08:25P	Melzer	11/09-11/09



# Classes Continued

## **145-442 The Business Plan Part I: Planning Process - Workshop 2**

3 Hrs. - \$35.00 (62 & over \$21.96)

This seminar concentrates on the organization and elements of a basic business plan. Learn the uses of a business plan and when and why it is necessary - a must for people starting their own business or business owners seeking financing. No prerequisite.

20856	WBC	W	05:30P-08:25P	Lieven	10/11-10/11
20863	FDC	R	05:30P-08:25P	Melzer	11/16-11/16

## **145-443 The Business Plan Part II: Marketing and Promotion - Workshop 3**

3 Hrs. - \$35.00 (62 & over \$21.96)

This seminar continues from Part I, the Planning Process, by focusing on the business plan and its effect on marketing and promotion for the business owner. The Business Plan Part I: Planning Process recommended.

20858	WBC	W	05:30P-08:25P	Lieven	10/18-10/18
20864	FDC	R	05:30P-08:25P	Melzer	11/30-11/30

## **145-449 Social Media and Content Marketing for Small Business 2**

3 Hrs. - \$35.00 (62 & over \$21.96)

Your social media presence is driven by the content you deliver to your audience. Photos, videos, testimonials – everything you create to tell the story of your product or service falls within the realm of content marketing. We will help you identify cost effective ways to tell your story & deliver powerful messages to your customers & prospects that will enhance your brand and work to increase sales.

21099	WBC	W	05:30P-08:25P	Moore	10/18-10/18
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## **103-427 Introduction to Selling on Amazon**

4 Hrs. - \$35.00 (62 & over \$21.96)

Many people are familiar with the idea of selling items on eBay. Another great option for sellers is the Amazon.com Marketplace. Learn the basics of selling items on Amazon. Topics covered will include application process, shipping and fulfillment options, fees, rules and regulations, and keys to success.

20751	FDC	R	05:30P-09:25P	Aleithe	10/19-10/19
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## **145-430 Create a Pinterest Presence Small Business**

3 Hrs. - \$35.00 (62 & over \$21.96)

Let us show you how to creatively use Pinterest to promote your business. This class is packed with techniques to maximize your marketing results using best practices. Students will open a Pinterest account and explore. Leave with a full understanding of Pinterest and its business opportunities. Please bring your log-in information and passwords to class.

20981	BDC	T	05:30P-08:25P	Moore	10/31-10/31
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## **145-444 Creating a Budget for Your Small Business - Workshop 4**

3 Hrs. - \$35.00 (62 & over \$21.96)

Learn to plan and forecast your cash needs in order to start, operate, or purchase a business. This step-by-step seminar concentrates on the basics of cash flow planning. This seminar teaches you the proper format and purpose of this vital part of operating a small business. No prerequisite.

20859	WBC	W	05:30P-08:25P	Lieven	11/01-11/01
20865	FDC	R	05:30P-08:25P	Melzer	12/07-12/07

## **145-445 Financing a Small Business - Workshop 5**

3 Hrs. - \$35.00 (62 & over \$21.96)

Learn where and how to borrow money, the dos and don'ts of borrowing, and the different sources of money available to you. Learn how to build the proper banking relationship and what is needed to secure that business loan. No prerequisite.

20860	WBC	W	05:30P-08:25P	Lieven	11/08-11/08
20866	FDC	R	05:30P-08:25P	Melzer	12/14-12/14

## **145-426 Do-It-Yourself Market Research Small Business**

3 Hrs. - \$35.00 (62 & over \$21.96)

Starting your own business or interested in growing your existing small business? Your journey begins with defining the right business or research questions and then gathering the right data prior to launch or growth. Market research can help uncover trends or opportunities, get a pulse on what potential customers value, and reduce some of the uncertainty by making data driven decisions. Learn how and where to find free and low-cost research sources to help you determine a potential market and what they want, evaluate your industry, size up the competition, and more. Doing research for your business is easier and less scary than you might think when you know where and how to collect the data. Held at the Fond du Lac County Economic Development Corporation, 116 N. Main St. FDL.

20947	FDO	M	06:00P-08:55P	Giese-Kent	12/04-12/04
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## Many more classes available!

Search our offerings at <http://www.morainepark.edu/programs-and-courses/class-schedule/>.