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Speed Marketing

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Speed Marketing

03.12.2009 | Students

Got digital marketing?

Area business professionals can learn about digital marketing first-hand from University of Dayton marketing students.

Students in professor Irene Dickey's Internet and e-marketing class will give alumni and area business professionals a crash course in nine digital marketing techniques 11:45 a.m. to 1:30 p.m. Wednesday, March 25 at the Dayton Racquet Club. Admission is $15.

Speed Marketing 2: Digital Done! is designed for people in marketing, sales, sales management, advertising, promotion and brand building, particularly in the marketing of professional services.

Students will give seven-minute presentations on the following marketing topics:

- E-Mail Campaigns: Best Practices and Applications
- Search Engine Marketing and Optimization: Best Practices and Applications
- Blogging to Connecting to Research
- Facebook: A Space for your Organization and Brands?
- LinkedIn: Should You or Shouldn't You?
- Twitter: What the Heck Is It, and How Can Organizations Use It?
- Mobile: It's Here
- Ning Ning Ning For Marketing
- Look Who's Talking Dot Com

The event is sponsored by the Dayton chapter of the Legal Marketing Association and the University of Dayton. It's the second Speed Marketing program offered by Dickey's class, which launched the event last year.

Dickey is a well-known marketing authority who has written about online marketing tactics, the use of branding online and the evolution and potential uses of Internet Weblogs as part of a marketing strategy.

National media also have sought Dickey's insight on marketing issues, including Time, The Associated Press, Entrepreneur, The Dallas Morning News and The Arizona Republic.

Register via e-mail to speedmarketing2@gmail.com or Irene.Dickey@notes.udayton.edu or call 937-229-2025.