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"International Marketing Seminar" at the University of Dayton

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News from

**THE UNIVERSITY OF DAYTON
PUBLIC RELATIONS DEPARTMENT**

**JOE McLAUGHLIN
DIRECTOR, GENERAL PUBLICITY**

DAYTON, OHIO 45409 AREA CODE 513 461-5500 EXT. 500

DAYTON, Ohio, March 18, 1968 --- An "International Marketing Seminar" will be conducted by the Department of Marketing, School of Business Administration at the University of Dayton on Wednesday, March 27. The sessions, featuring Mr. Harry R. Wise, Vice President, International Marketing, National Cash Register Company, will run from 9:15 a.m. until 4:15 p.m. in the Kennedy Union.

Dr. Subhash Jain, Assistant Professor of Marketing, will open the sessions with a welcome at 9:15 a.m.

Mr. Peter Widmann, formerly of West Germany and currently employed with Robbins & Meyers Inc., Springfield, will serve as speaker at the "Marketing in Western Europe" sessions from 9:30 a.m. until 10:15 a.m. Mr. Ranvir Treham of the National Cash Register Company, formerly from India, will discuss "Marketing in Underdeveloped Countries," from 10:30 until 11:15 a.m.

The luncheon program is under the chairmanship of Mr. William Hoben, Dean, School of Business Administration, and will have Mr. Wise as the speaker. He will discuss "Marketing Abroad: The Case of the National Cash Register Company."

Afternoon meetings will open at 2 p.m. with "Marketing in Eastern Europe," Mr. Paul Geczi of the Winters National Bank and Trust Company, who comes from Czechoslovakia, is the speaker.

The final session will be on "Marketing in Latin America" with Mr. Earnest A. Caskey of Inland Export Company, Dayton, as the speaker.