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**FOR IMMEDIATE RELEASE**  
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## **NIC Continuing Education Offers Entrepreneur-oriented Marketing Series with Award-Winning Consultant**

In a slow economy, the last budget item a business should cut is marketing...or a business will ensure that it loses top-of-mind awareness. But, some marketing tactics are "smarter" than others, and North Island College wants to help business owners market more wisely and cost-effectively in 2010.

NIC's Continuing Education department is again collaborating with Comox Valley marketing consultant, Carolyn Touhey, to present "**Marketing on a Shoestring**" – a series of courses that have proven very popular in previous semesters. NIC is offering day and evening sessions to accommodate business owners' schedules.

The first course in the series, **The 10 Cardinal Sins of Small Business Marketing**, is scheduled for Wednesday, February 10, from 10:00 am – 12:00 noon.

**Marketing Bootcamp** will take place on Wednesday, February 24, from 10:00 am - 3:30 pm. **Bootcamp** walks participants through a step-by-step process of creating a marketing communications plan for their business, using the workbook that will be provided.

An award-winning marketing consultant with more than 25 years experience, Ms. Touhey is owner of SmartBiz Strategy ([www.SmartBizStrategy.com](http://www.SmartBizStrategy.com)), which she opened in the Valley in 2007. In addition to running her US-based company since 1990, she has years of experience teaching at Johns Hopkins University and Loyola College. She has authored more than 200 articles for various business publications and conducted hundreds of workshops for small business owners.



Award-winning marketing consultant, Carolyn Touhey, will present "Marketing on a Shoestring".

Registration is required at least 3 days in advance of each course. Seating is limited, so don't delay. Comox Valley Chamber of Commerce members receive a discount.

For more information about the courses, the Marketing on a Shoestring series, or to register, please contact Continuing Education at 250-334-5000, ext 4601 or visit [http://www.nic.bc.ca/students/continuing\\_ed/](http://www.nic.bc.ca/students/continuing_ed/).

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