

Friday, March 12, 2010

Series of workshops at OU to help small businesses make the most of the Web

Press Release

Contact: Dave Groves
(248) 370-2759
groves@oakland.edu

For Immediate Release
Friday, March 12, 2010

Series of workshops at OU to help small businesses make the most of the Web

Rochester, Mich. – Oakland University's School of Business Administration is teaming up with the Troy Chamber of Commerce to offer a series of workshops that assist small- and medium-size enterprises harness the power of the Web to market and diversify their businesses.

The workshops focus on how a variety of mostly inexpensive, Web-enabled technologies can serve business goals, help reach new customers, better serve existing customers and identify new markets. Offerings include:

- "Anatomy of Business Web Site" – Set from 9 a.m. to 4 p.m. on Saturday, March 20, this workshop explores different parts of a business Web site and how they work together.
- "Introduction to Content Management Systems" – Set from 9 a.m. to 4 p.m. on Saturday, March 27, this workshop focuses on content management systems, which simplify Web site management and allow small businesses to run sophisticated Web sites at low cost.
- "Doing Business on the Web" – Set from 9 a.m. to 4 p.m. on Saturday, April 17, this workshop shows how a small company can reach new customers by creating a Web plan, building and maintaining a site, selling products and promoting a business.
- "Introduction to Social Media" – Set from 9 a.m. to noon on Saturday, March 20, this workshop will provide participants with an overview of social media and why it matters, how smart companies are using it, and how they can get important feedback from their customers.

Those interested in learning more about the workshop series or wishing to register are encouraged to visit www.oakland.edu/sbaebusinessseries.

#

SUMMARY

Oakland University's School of Business Administration and the Troy Chamber of Commerce are offering workshops that help businesses harness the power of the Web.

Created by David Groves (groves@oakland.edu) on Friday, March 12, 2010
Modified by David Groves (groves@oakland.edu) on Friday, March 12, 2010
Article Start Date: Friday, March 12, 2010