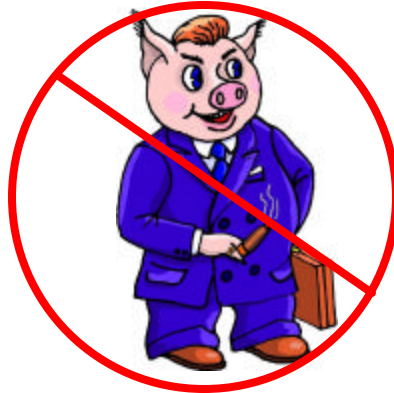


# MARKETING IS NOT JUST FOR GREEDY CAPITALISTS ANYMORE!



## MKTG 371—CONSUMER BEHAVIOR TUESDAY, 3:30-7:10 P.M.

- How families make decisions about health care and education
- Getting people to pay attention to public service announcements
- Influencing people's decision to recycle
- Understanding the impact of culture on how people interact with government employees
- Reducing prejudice
- The impact of demographics and social trends on future demand for public services
- How do people find information about government programs?
- What can we do to reduce deceptive advertising?
- What can be done to reduce the effects of peer pressure?

## MKTG 476—MARKETING, COMPUTERS, AND THE INTERNET WEDNESDAY, 3:10-6:50 P.M.

- Making brochures for your non-profit organization
- Using spreadsheets to keep track of your charity's expenses
- Using PowerPoint to make presentations to potential donors
- Using databases to keep track of your members
- Designing web sites to promote social responsibility
- Getting your non-profit organization's web site into the search engines