



Marketing to Millennials

Millennials dominate the consumer market. These young adults, between the ages of 18 – 34, are digital natives with enormous social influence and purchasing power.

Learn the marketing tools and methods necessary to engage this diverse and socially connected generation. You will leave with an understanding of the millennial consumer psyche and your own media marketing plan.

**Corporate &
Community
Education**

Date:

**Tuesday,
March 14**

Time:

1:00 - 2:30 p.m.

Cost:

\$45.00

Registration

Deadline:

**Friday,
March 10**



Register at the Continuing Education Building
located on the BRTC Pocahontas campus, College Drive,
between the hours of 8:00 a.m. and 3:30 p.m.

For additional information or alternate registration:
Call 870-248-4180, e-mail zebulon.blansett@blackrivertech.edu,
or visit our website at www.blackrivertech.edu/community/cce
and click on Pocahontas Campus.