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FOR IMMEDIATE RELEASE

CREATIVE MARKETING STRATEGIES TOPIC

OF USD "UPDATE" SEMINAR MARCH 19

"Creative Marketing Strategies: Some Simple Do's and Don'ts" will be the topic of the third UPDATE Breakfast seminar to be held on Friday, March 19 at the Executive Hotel, downtown San Diego from 7:30 to 9:00 a.m. Registration for the seminar is \$15.

The UPDATE series, co-sponsored by the University of San Diego's School of Business Administration and Continuing Education, provides an opportunity for persons in business to interact with USD business administration faculty in order to learn the newest information and techniques relating to the business environment.

"Creative Marketing Strategies" will be led by USD associate professor of marketing Donald Mann, Ph.D. and will provide simple "rules" relating the marketing decisions to the marketing environment. Operational strategies concerning product pricing, channel length and selection, and promotion will be offered. Dr. Mann relates, "We will explore how these strategies differ, not only from product to product, but even as the product ages or changes."

A USD faculty member since 1979, Dr. Mann received his doctoral degree from UCLA, has taught at California State University, Fullerton, and Simon Fraser University Vancouver, and had extensive marketing experience while associated with Parker-Hannifan Corporation and General Motors Corporation.

3/8/82

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