

Improve Your Career Prospects

(Or, Just Have Fun!)

Take **Advertising (BUS 150)** or **Selling for Business (BUS 140)**

Advertising (BUS 150)	Selling for Business (BUS 140)
<ul style="list-style-type: none">• Learn about the advertising industry and the various jobs available• Understand the creative process as you develop advertising for a client• Learn how to write attention-getting headlines and copy that sells• <u>Check schedule for days and times</u>	<ul style="list-style-type: none">• Learn how to sell your product, your idea or yourself to potential employers• Understand the how the sales process works so you can become a better sales person and consume• Learn how to read body language, handle objections, and manage win-win relationships• <u>Check schedule for days and times</u>

Both classes taught by **Mary Cassoni**, winner of the 2007-2008 Distinguished Faculty Award for Excellence in teaching. Mary Cassoni brings more than twenty years of real-world business experience in Sales, Advertising, and Marketing and into the classroom. Come join us for a semester of practical, engaging, and fun learning. For more information, contact Mary Cassoni at mcassoni@palomar.edu, 760-744-1150, x2491

