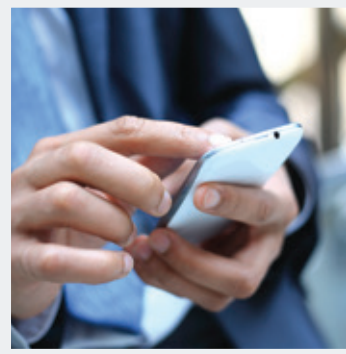


Boost Your Bottom Line

Mobile Marketing Workshop for Entrepreneurs

Presented by the Center for Entrepreneurship



FRIDAY, APRIL 4, 2014
8:30 A.M.-2 P.M.

Spectrum Business Park Campus
9388 Lightwave Avenue
San Diego, CA 92123

By 2014, the world will have more cell phone accounts than people, according to *The Wall Street Journal*. Listen to author of *Mobile Marketing for Dummies* and National University instructor Michael Becker present on how mobile marketing can accelerate your business growth. At this half-day event on Friday, April 4, network with corporate, nonprofit, and small business owners and learn about:

- Current shifts in consumer demographics and mobile behaviors
- Mobile's role within the marketing mix throughout the customer's journey
- Responsible marketing via analytics, data privacy, and industry regulations
- The mobile landscape, industry structure, and the value chain

Revolutionize Your Business Today.



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COST: \$50 per person, \$40 for students & alumni (includes: continental breakfast & light lunch).