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“Marketing Can Be Fun” Seminar December 8, 2007

American Corner Bitola organized the seminar titled **“Marketing Can Be Fun”** with Patrice Koerper, US Peace Corps volunteer on Saturday December 8th. The 2 hour long seminar provided the 8 participants whom consisted of Economics high school students, Economics university students and graduates with the basics of marketing, key vocabulary used and the importance of effective marketing. Several activities took place where the participants had the opportunity to apply what they were learning such as the 4 P’s of marketing: product, place, price and promotion which were highlighted. With the seminar being in English the participants were also exposed to key phrases and vocabulary that would be necessary for success in a wider market.



Participants learning new Marketing techniques and vocabulary to be used in their future work.