Small-Business Essentials
Spring 2020

Business Plan Basics
Learn how to take your business idea and write up a complete business plan ready to present. Discussion will include topics like identifying your product and customers, marketing your business, identifying your start up and ongoing costs, how to obtain funding, and putting it all in a final business plan.

SCC staff tuition waiver does not apply. NOTE: Class is live-streamed from York.

Keyword: Business

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<td>6-9 p.m.</td>
<td>Beatrice, JAC, 403</td>
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Business Plan 2.0
Time to go beyond the basics! Take your business plan to the next level. Whether looking at adding a product, needing to do market analysis or develop a marketing plan, this class has you covered.

NOTE: Class is live-streamed from York.

Keyword: Business

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Common Sense Marketing for Small Business
The workshop will help small-business owners correctly identify their customer segments and learn techniques for reaching those segments. The workshop also will cover common marketing mistakes made by small businesses. The workshop will emphasize how business owners can effectively spend their limited marketing dollars.

NOTE: All sections are live-streamed from Lincoln.

Keyword: Marketing

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Marketing 2.0
After the website, social media platforms and chamber memberships, what’s next for your business and/or personal profile? Marketing 2.0 covers a few key components: blogging for business, email/target marketing, additional content marketing (other multimedia such as video, podcasts, newspaper, and radio), leveraging events for lead generation/customer advocacy, and touch-point lists. Establishing approaches for these components allow you to take your marketing beyond the introductory level without breaking the bank.

NOTE: Class is live-streamed from York.

Keyword: Marketing

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FREE TRAINING
For information on financial assistance options, visit www.southeast.edu/cefinassist

Location Key
Beatrice, JAC..............................SCC Beatrice Campus, Jackson Hall, 4771 W. Scott Road
Beatrice, KEN..............................SCC Beatrice Campus, Kennedy Center, 4771 W. Scott Road

Check out all classes offered at www.southeast.edu/BeatriceCE
Find us on Facebook® at www.facebook.com/sccbeatricece

For more information, contact us at 800-928-0072 or continuinged@southeast.edu

Cancellation/Refund Policy: You must call the Continuing Education office at 402-437-2700 or 800-828-0072 the day before the class begins to receive a 100% refund. If you call the day of the class or after it has started, no refund will be issued. If a class is cancelled or student drops (according to the refund policy), refunds will be issued to the student, unless a third party has been formally billed by SCC Business Office. ADA Reasonable Accommodations: SCC provides services and reasonable accommodations to allow persons with disabilities to participate in educational programs and other College activities. For information on requesting ADA reasonable accommodations, contact the SCC Area Access/Equity/Diversity Office.
You must have an email account to register online.

2. Search for your class by entering a key word in the title or the course number. Click Submit. (Enter information in only one field for broader results.)
   - Key Word Example: Driver
   - Course Number Example: TRAN-3398
3. Select the course for which you wish to register. Click Submit.
4. Enter your personal information, certify your identification and click Submit.
   * You must provide your Social Security Number.
5. Optional: Enter your Additional Registration Information and click Submit.

* The College requires a student’s Social Security number as a condition for enrollment online. A student’s Social Security number information constitutes an "educational record" under FERPA.

### OR REGISTER BY MAIL, FAX OR IN PERSON

#### Registration Form - Non-Credit Course

Complete this form with payment information and send via mail to Southeast Community College, Continuing Education, 301 S. 68th St. Place, Lincoln, NE 68510 OR FAX to 402-437-2703. The College requests, but does not require, a student provide their Social Security number during the admissions process. Visit [www.southeast.edu/collegecatalog](http://www.southeast.edu/collegecatalog) for additional information.

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<th>Business Phone</th>
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I identify as:  
- Male  
- Female  
- Nebraska Resident  
- Non-Resident  

Ethnicity (select one):  
- Hispanic or Latino  
- Not Hispanic or Latino  

Race (Select one or more):  
- White  
- Asian  
- American Indian/Alaska Native  
- Native Hawaiian/Other Pacific Islander  
- Black/African-American  

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**SIGNATURE**

- Check  
- Cash  
- Mastercard  
- AMEX  
- Discover  
- VISA  
- V Code

Name as it appears on card: ____________________

Exp. Date __/____

Billing agency (INCLUDE LETTER OF AUTHORIZATION ON COMPANY LETTERHEAD): ____________________

For the protection of your personal credit card information, do not email this form to SCC. If faxing, only use the fax number listed or verify with SCC before using another SCC fax number.

If you want to register for additional classes, select Search for more classes under “Choose one of the following,” if you are finished selecting the class(es) for which you want to register, select Register now (check out). Select your Payment Type. Click Submit.

7. Enter your payment information. Click Submit.

You will see your class acknowledgement with information about your SCC Student ID Number, SCC User ID and password. You also will receive an email with this same information for your records.

In the future it will be easy to register by logging in using your SCC User ID and password. If it is not necessary to provide your Social Security number again.

If you have problems getting registered, please call 402-437-2700 or 800-828-0072 for assistance.

**NOTE:**

- If you want to cancel an order for any reason, you must call Continuing Education or FAX your request to Continuing Education.
- Submitting a completed form constitutes a binding contract, and all courses listed will be charged to your credit card. Submitting this form constitutes an official registration.
- The College reserves the right to cancel a class due to insufficiency of enrollment. You will be notified if this occurs.
- The cost above does not include books or supplies.
- SCC’s catalog includes current course descriptions, fees, and procedures.
- SCC’s catalog is available online at [www.southeast.edu/collegecatalog](http://www.southeast.edu/collegecatalog). It is the policy of SCC to provide equal opportunity and nondiscrimination in all admission, attendance and educational programs, activities, and employment matters to all persons without regard to race, color, religion, sex, age, marital status, national origin, ethnicity, veteran status, sexual orientation, disability, or other factors prohibited by law or College policy. Requests concerning the application of SCC’s policies on equal opportunity and nondiscrimination should be directed to the Vice President for Access/Equity/Diversity, SCC Area Office, 301 S. 68th St. Place, Lincoln, NE 68510, or (402) 437-2700.

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[www.southeast.edu/continuing](http://www.southeast.edu/continuing)