<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
<th>Date</th>
<th>Time</th>
<th>Cost</th>
<th>Location</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Plan Basics</td>
<td>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.</td>
<td>May 4</td>
<td>6-9 p.m.</td>
<td>$49</td>
<td>York, YKLC, J</td>
<td>BSAD-7309-YKSB</td>
</tr>
<tr>
<td>Business Plan 2.0</td>
<td>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.</td>
<td>June 8</td>
<td>6-9 p.m.</td>
<td>$69</td>
<td>York, YKLC, J</td>
<td>BSAD-6091-YKUA</td>
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<tr>
<td>Introduction to Podcasting</td>
<td>If you are interested in podcasting as a marketing tool for you or your business, join us for this information-packed class. Discussion will include the mechanics behind the finished product (recording, editing, up/down loading, etc.), establishing an idea/approach, and boosting your brand with relevant content to drive your audience to subscribe.</td>
<td>June 1</td>
<td>6-9 p.m.</td>
<td>$39</td>
<td>York, YKLC, J</td>
<td>AREA-1605-YKUA</td>
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<tr>
<td>Marketing 2.0</td>
<td>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.</td>
<td>May 18</td>
<td>6-9 p.m.</td>
<td>$69</td>
<td>York, YKLC, K</td>
<td>BSAD-7116-YKSA</td>
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**Location Key**
York, YKLC...............................Learning Center at York, 3130 Holen Ave. (Inside the Holthus Convention Center)

For more information, contact Heather Hultgrien at 800-828-0072, ext. 3634, or hhultgrien@southeast.edu
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.

6. 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 course(s) 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 and it will not be 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.