Small-Business Essentials

**Business Plan Basics**
Your boss wants you to work on a business plan to expand the business. Or, you want to start your own business. Wherever you are, this class is one you need. 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.

**Introduction to Marketing Skills**
Hands-on introduction to basic-to-moderate marketing skills and tools. Aimed to help small businesses, online endeavors and personal branding to cultivate a following and make an impact in their respective markets. This course is designed to help you flesh-out your large idea(s), make them tangible and develop an immediate action plan. We will cover social media, blogging, online videos, email marketing, community strategy, target markets, images, copy writing, and more.

SCC staff tuition waiver does not apply.

| Nov. 18 | Th Hurley | 6-9 p.m. | BSAD-7309-YKFA | $49 |
| Dec. 7 | T Hurley | 6-9 p.m. | BSAD-7309-TCFYA | $49 |

**Let’s Do Lunch: Basic Zoom**
Find out more about all the fun things you can do with Zoom!

**Keyword:** Zoom

| Nov. 10 | W Noon-1 p.m. | LIVE Online, Zoom | AREA-6665-TCCFC | $10 |

For your convenience, we are offering LIVE Online learning opportunities. These classes are delivered live via Zoom. They are not prerecorded videos. This allows you, the student, to participate from the comfort of your home. Look for the LIVE Online logo shown to the left to find these classes. As our learning environment changes, we look forward to offering additional classes live online.


For more information, contact us at 800-828-0072, ext. 3634, or continuinged@southeast.edu

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**Location Key**
York, YKLC............................... Learning Center at York, 3130 Holen Ave. (Inside the Holthus Convention Center)
**Register Online**

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.*

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**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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**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.

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**For Office Use Only**

- [ID#] ________________
- [DE] ________________

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Today’s Date __/__/____

Would you like a receipt mailed to you?  
- [Yes]  - [No]

**TOTAL DUE** $________________________

Southwest Community College
Continuing Education

301 S. 68th St. Place, Lincoln, NE 68510
402-437-2700 • 800-828-0072 • FAX 402-437-2703
www.southeast.edu/continuing