Pacific Asian Consortium in Employment | PACE Women's Business Center | Loyola Marymount University D.K. Kim Foundation Business for Good Program | Marketplace Literacy Project, USA

MARKETPLACE EDUCATION WEBINAR SERIES



This workshop series aims to provide knowledge and skills and to increase self-confidence in becoming a more effective entrepreneur and customer.



Featured Speaker
Professor Madhu Viswanathan
Loyola Marymount University

Professor Madhu Viswanathan joined LMU in 2019 after serving on the faculty at the University of Illinois, Urbana-Champaign for 29 years. He is the architect behind the foundational course, "Business for Good," required for all first year and transfer business students.

He has (co)authored approximately 100 publications including six books, also developing the concept of marketplace literacy based on his research.

JOIN US AND LEARN TO:

- Become a more effective customer or entrepreneur
- Identify untapped opportunities
- Build strong customer relationships
- Navigate marketplaces
- Develop a sustainable business model

REGISTER NOW:
tinyurl.com/22djmr3r

SCAN ME

SESSION 1
JAN 14 (TUE) 5:00 PM (120 MIN)
UNDERSTANDING THE MARKETPLACE (AS CUSTOMERS & ENTREPRENEURS)

SESSION 2
JAN 16 (THR) 5:00 PM (120 MIN)
CHOOSING A BUSINESS & GATHERING MARKETPLACE INSIGHTS

SESSION 3
JAN 21 (TUE) 5:00 PM (120 MIN)
DESIGNING A PRODUCT

SESSION 4
JAN 23 (THR) 5:00 PM (120 MIN)
DEVELOPING A BUSINESS PLAN

Visit our website: www.pacelabdc.org
For more info, please email: VBryden@pacela.org

Brought to you in partnership with the City of Los Angeles Economic and Workforce Development Department (EWDD) and BusinessSource Center in Pico-Union Westlake Region (operated by PACE Business Development Center).

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*Auxiliary Aids and Services are available upon request to individuals with disabilities.