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## UNH Launches New Class On How To Sell Yourself In A Tough Economy

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## UNH Launches New Class On How To Sell Yourself In A Tough Economy

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DURHAM, N.H. - The University of New Hampshire Whittemore School of Business and Economics is launching a new marketing class to help those dealing with job loss. The class is one of several marketing classes that will be available during the evenings this summer.

"Selling Yourself in a Tough Economy" is for people who want to learn how sales techniques can boost their chances of landing a job. It is taught by Durham resident Catherine Blake, founder of Sales Protocol International (<http://www.salesprotocol.com>).

"The key to selling yourself is to assess your individual strengths and create a plan to structure your sales process. Each person has a set of strengths and competencies, and how you communicate those qualities involves a standardized process that this class will teach to participants. In essence, *you* are the product you are trying to sell," said Peter Lane, chair of the Department of Marketing at UNH's Whittemore School of Business and Economics.

The course, which starts May 26, 2009, will cover consultative sales process, presentation skills, time management, leadership, negotiations, best practices, and the protocol required to win in a tough economy. The course will cover everything from basics like resumes and cover letters to new trends like the use of blogs to develop a professional reputation.

It is one of several evening marketing courses that the Whittemore School is offering this summer at the Durham campus. "Selling Yourself" is open to anyone in the community as are Survey of Marketing, Promotion and Advertising, and International Marketing. All of the classes will start at 5:30 p.m. in the newly renovated and air-conditioned Kingsbury Hall.

As part of the Department of Marketing's fresh approach to summer courses, it asked a class of undergraduates to conduct extensive research among their peers. The results revealed that students get their information about courses primarily from UNH's Blackboard Web site, Facebook and peer networking.

A team of student volunteers then launched a marketing effort focused on those three components. The Facebook page is at [www.facebook.com/pages/Durham-NH/UNH-Summer-MKTG/85324729728?sid=876138cc01b842cbd1132c2b87a0ac19&ref=search](http://www.facebook.com/pages/Durham-NH/UNH-Summer-MKTG/85324729728?sid=876138cc01b842cbd1132c2b87a0ac19&ref=search). In addition to providing information about the courses, the Facebook page has information about summer employment, housing and a link to a calculator that allows students to determine if they have enough credits to graduate. The team also is using Twitter to help bring potential students to the Facebook page (<http://twitter.com/UNHsummermktg>).

For more on summer school, including how to enroll, visit [www.learn2.unh.edu/summer/](http://www.learn2.unh.edu/summer/).

The University of New Hampshire, founded in 1866, is a world-class public research university with the feel of a New England liberal arts college. A land, sea and space-grant university, UNH is the state's flagship public institution, enrolling 11,800 undergraduate and 2,400 graduate students.

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