

COURSE CATALOG



Masters of Retail Shipping Degree

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WELCOME TO THE COURSE CATALOG



Welcome

On behalf of the Board of Trustees, our amazing volunteers, and the staff, please let me welcome you to the Retail Shipping Institute (RSi®). RSi® is a division of Association of Mail and Business Centers (AMBC) dedicated to industry research and training activities. Established in 2004, RSi®'s primary focus has been the development of AMBC member store owners and employees with the AMBC Professional Skills Certification Program (an AMBC exclusive certification program of education and training for the retail shipping industry).

This Course Catalog is the culmination of ongoing research into the best practices of the mail and parcel industry. We will periodically add courses in order to meet the changing needs of our members. Our goals include providing life-long learning success opportunities to owners of mail and parcel stores and their associates.

Going beyond the certification program into an earned degree program, that takes into account all the aspects of mail and parcel center operations, the Master of Retail Shipping Management Program is a rigorous study course that creates a path to success for retail shipping stores.

RSi® core and elective classes are offered at the annual AMBC Convention – Expo, and regional events throughout the country.

AMBC was established in 1982 as an association to serve the retail shipping industry with training, programs, discounts, research, and advocacy.

The AMBC headquarters is located in Claremont, CA.

FasTrac® New-Owner training with lab time is also taught at some regional events throughout the country.

Our Web Page is www.ambc.org

Why a Degree?

Over the years, AMBC members have been taking RSi® classes to improve their businesses. The popularity of the Retail Shipping Institute is well known. Having the certificates on your wall at your store designates you as a professional who knows the value of being current in your field of expertise, and your willingness to invest time and money on your customers' behalf.

Many professionals in many fields who provide an education for themselves receive a degree after meeting the established standard requirements set by the certifying organization. Now you can work toward, and receive, a degree in your field of expertise.

Education becomes random without a path to specialize in and a goal to complete. Structuring a course outline that covers the essentials of mastering the mail and parcel business with all aspects of the business within the content will now lead the student to a degree, an accomplishment, a certificate depicting the credibility of the training.

The knowledge that a store owner/operator needs to master the technical aspect is extensive. The knowledge to become successful is far beyond the mastery of the day-to-day operations.

To provide the tools, training, and education for a store owner/operator to reach that level of professionalism, AMBC has established the Master of Retail Shipping Management degree program. Upon the completion of

the required hours of the required certified classes and the required hours of the elective classes, you will be awarded a Master of Retail Shipping Management degree to display to your customers that you have dedicated the time, money and energy to achieve a long term commitment to their service.

This is not for everybody. Only 25% of the population in America is able to complete a college education. It is not easy. Attaining the MRSM will not be easy either, but it will separate you from those in this business who prefer to learn at the expense of their customers.

Your customers will see that you care enough about your service that you have sacrificed to become informed, knowledgeable, and competent in your chosen field.

Knowledge and education are expensive, especially when you achieve it by trial and error. Your customers are not the ones who should pay for it. The Master of Retail Shipping Management program is a path to success in business. It contains all the tools and knowledge to provide you with the opportunity to succeed.

You will be recognized among your peers as an expert and authority in the mail and parcel industry, and you will be honored at AMBC events.

Well worth the effort, the MRSM Degree will be the greatest source of pride on your store wall. Certain standards are necessary to be recognized in your community as a professional. The MRSM will become one of them.

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MISSION AND VISION

MISSION STATEMENT:

AMBC will provide its members the opportunities for success through advocacy, education, resources, research, and programs.

VISION:

AMBC will be the association for the MPC industry that will be pursued by new and current members, suppliers, and government agencies as the credible, informed, knowledgeable leader of the MPC industry.

ABOUT AMBC

The Association of Mail and Business Centers (AMBC) is the nation's largest and oldest non-profit national trade association for private mail and business shipping centers, representing more than 2,000 Member-locations across the country. Founded in 1982, AMBC is the world's largest member-driven collective of both independent and franchise-affiliated mail and parcel service centers. AMBC works on behalf of the entire industry to deliver quality information, advocacy, support, training/education, and vendor relationships to our members.



INTRODUCTION TO CLASSES

The Association of Mail & Business Center's Retail Shippers Institute (RSi®) education offerings are designed to deliver on our mission to maximize the success of our members through a disciplined study program that leads to a recognized degree in the mail and parcel industry. These classes are designed to help mail and parcel centers be more profitable and to inspire leadership and achievement within the retail shipping community. We promise to deliver exceptional education experiences and essential tools that will provide opportunities for your success.

The classes are currently divided into two categories:

RSi® Certified Classes – these classes cover the essential skills needed to operate a mail and parcel center. They are held at the national convention and regional events, the tuition for the RSi® Certified classes varies depending on the location and credit hours received. Exams are proctored by the instructors immediately following the class. Certificates are issued.



RSi® Certified Affiliate Classes – these classes are developed and presented by AMBC affiliates. Some classes are held in conjunction with an AMBC event and some are held by the developer at their events. These classes meet or exceed the quality and content of AMBC developed classes and qualify for RSi Certified Class credit hours



RSi® Elective Classes – these classes delve into the many aspects of business ownership that enhance an owner’s ability to prosper beyond the competition. The tracts included here are Store Operations, Financials, Print and Copy, and Marketing. The elective courses offered may change from event to event, but the tracts will remain the same. This is due to the changing needs of stores as technology and other factors influence how we do business. Generally no tuition is charged for these RSi® electives beyond the registration for the applicable event, but fees may apply toward class materials.

The **Store Operations** tract consists of those disciplines necessary and those additional features required in a best practices arena that create a procedure-based, business-planned, profit-oriented, operation.

The **Financials** tract offers insight into the proper account practices, the use of accounting software, how to price your services, how to measure business success, and valuing your business.

The **Marketing** tract provides the tools a small retail business needs to effectively and efficiently invest in the unlimited sources of marketing media with a limited budget. How best to write ad copy, non-traditional marketing methods, and effective use of Internet marketing are also offered.



Printrac is the resources and training required to take profitable advantage of the low-cost and extensive features of digital printer/copiers and add a print shop to your store. PrinTrac also covers how a store can profit from print brokering.



DEGREE REQUIREMENTS

The Master of Retail Shipping Management Degree

The Master of Retail Shipping Management (MRSM) degree program at RSi® consists of required and elective classes relating to the retail shipping mail and parcel environment. An MRSM is obtained through the successful completion of 25 hours of required RSi® certified classes and 30 hours of RSi® elective classes.

The 25 hours of RSi® Certified classes include the eight-hour FasTrac® class for new store owners. These Fastrac® class-hours can be awarded through proficiency by application. Criteria for proficiency will include, but not be limited to, years of ownership, conventions attended, and years of membership in AMBC.

Upon meeting the criteria for the MRSM degree, a diploma will be awarded to all graduates. The diploma on the wall of your store will signify to your customers that you have attained the education needed to provide professionalism in your craft.

A seal of completion will be added to your store listing in www.findashippingstore.com. Visitors there, looking for a professional to handle their needs, will see how your store is differentiated from the others by having a trained certified workforce.



Learning Outcomes

RSi® is dedicated to providing the tools through education for mail and parcel stores to succeed. That is the outcome we expect from our graduates in its simplest form. It is the outcome and rationale we build into each class we develop. Our pledge to you is that the cost and effort to attend the classes necessary to put the MRSM letters behind your name will never be wasted on irrelevant information.



Our goal, through these classes and ultimately through the attainment of the degree we offer, will be to develop informed and skilled store operators that know the steps necessary to become successful.

GRADING

All RSi® Certified classes are graded on the 4.0 scale. RSi® elective classes are on a pass/fail system. Generally attendance at elective classes is sufficient for a passing grade, but exceptions may apply. Passing grades for pass/fail classes will be calculated in the grade point average (GPA) as a 3.0.

If a course is repeated due to a failing grade, only the grade of the final repetition will be computed in the GPA.

GPA is calculated by multiplying the grade by the number of credit hours earned for that class, then adding the total points and dividing by the total number of credit hours taken.

Grade	Significance	Grade-Point Level
A	Superior	4.0
B	Good	3.0
C	Average	2.0
D	Poor	1.0
F	Failure	0.0
P	Passed	3.0



GRADUATION REQUIREMENTS

Graduation requirements are the successful completion of 55 credit hours. 25 hours of certified classes and 30 hours of elective classes. Completion is defined as grade of C or better in the certified classes and the documented attendance of the elective classes.

The elective classes are divided into four tracks: Finance, Store Operations, Marketing and Print and Copy. (The classes listed under electives are examples of courses that have been offered in the past and will change from time to time based on member needs and requests).

Certified Classes

Fastrac [®] RSC 99	8 hours
Fastrac [®] RSC 99L	4 hours
Packing 1 RSC 101	3 hours
Packing 2 RSC 202	3 hours
Shipping 1 RSC 203	3 Hours
Shipping 2 RSC 204	3 hours
Shipping 3 RSC 205 (Freight)	3 hours
CMRA RSC 206	4 hours
PrinTrac RSC 98	4 hours
Basecamp MPCCN 200	8 hours
Masters Summit MPCCN 500	8 hours

Total Certified Hours Available **51 hours**

Required **25 hours**

*FasTrac Pass Through Proficiency is available by application only. It is obtained by a combination of years in business, conventions attended and membership in AMBC.

Elective Classes-

Elective Classes are held at national events and vary in content and scope. Credit is given for attending these classes based upon the standard one credit per hour of class.

Required

30 hours

Professional Credit Earned

Industry leadership activities count toward elective credit hours. The Retail Shipping Institute understands that a significant amount of learning is achieved outside of the classroom. Professional experience, attending industry events, publishing articles, earning awards, preparing and teaching classes, and holding leadership positions are learning activities that do not lend themselves to classroom instruction, but advance the education of those involved.

Therefore these awards and activities are given elective credit toward the MRSM degree. The Application for Graduation will take into account the applicants' proficiencies in these areas and apply appropriate credit hours to these achievements.

TUITION

By registering for a course, students agree to pay the required tuition and fees (if applicable) for that course. Tuition is charged per credit hour and varies depending on the location of the training,

membership status of the student, and number of classes offered at any one event. Discounts are made for classes taken in conjunction with the AMBC National Convention – Expo.

TRANSFERS

Some classes taken prior to January 1, 2009 will be allowed to transfer from other training academies. Course descriptions and a copy of the certificate of completion will be required. Transfer classes will be accepted as RSi® Certified classes only; elective classes from other training academies are not transferable. The classes accepted and approved will be given full RSi® credit based upon proof of completion.



PROFICIENCY CRITERIA

Students will be given credit for previous RSi® classes our members have taken. Transcript records will be kept by AMBC. Under certain circumstances proficiency exams will be given to allow credit for experience and transfer classes.



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COURSE DESCRIPTIONS

CERTIFIED CLASSES

FASTRAC® - RSC 99 New Owners Program

– Classroom

Credit Hours: 8

Prerequisite: None

FASTRAC® is an 8-hour, content rich seminar designed specifically for new store owners/managers. It is a full day of presentations with content established by the most successful MPC owners in the country. The best practices of store operations and set-up are provided.

Topics include: history of the industry, general store operations, general store set-up tools, general shipping restrictions, general packing, package processing, package drop-offs, POS Systems, customer

service, business planning, basic finances, staffing a store, liability and insurance, pricing, hands on training, marketing and advertising, record management, carrier accounts, Commercial Mail Receiving Agency, HIPDR, AMBC freight, AMBC and Neighborhood Postal Centers.

FASTRAC® - RSC 99L New Owners Program

– Lab –

Credit Hours: 4

Prerequisite: **FASTRAC®** - Classroom

This half-day lab includes an overview of store operations in an actual working mail and parcel store. Role playing, shipping, packing, POS processing, and customer service are included.



CERTIFIED CLASSES (CONT)

Packing 1 RSC 101 – Introduction to Basic Packing

Credit Hours: 3

Prerequisite: Fastrac® or Equivalent

Introduction to packing, distribution environment, environmental hazards, fragility levels, drop tests, packaging materials, tools, step-by-step process to packing.

Packing 2 RSC 202 – Advanced Packing

Credit Hours: 3

Prerequisite: Packing 1

Packing large items, picture packing, FLAV and packaging dynamics, environmental hazards, fragility levels, cushion materials, shipping a large item, carton design, manufacturing of an RSC carton.

Shipping 1 RSC 203- Basic Domestic Shipping

Credit Hours: 3

Prerequisite: Fastrac® or Equivalent

CMRA – RSC 206

Commercial Mail Receiving Agent

Credit Hours: 4

Prerequisite: Fastrac® or Equivalent

This course covers the regulations regarding CMRA and the marketing of mailbox rentals.

The rules and regulations governing Commercial Mail Receiving Agencies are extensive and can often be confusing. Knowledge of security, compliance, enforcement, and mail processing is required to operate as a CMRA. Expertise in this vital area of your business operations is essential. Training topics

Domestic shipping, irregular packages, large packages, carrier history, limited liability, restricted and forbidden items, signatures, maximum size and weight, filing claims, postal regulations and pricing, express services.

Shipping 2 RSC 204 International Shipping

Credit Hours: 3

Prerequisite: Shipping 1

General guidelines, services and restrictions of each carrier, proper labeling of package, APO/FPO shipping, proper documentation, NAFTA, shipper's export declaration, and other aspects central to international shipping.

Shipping 3 RSC 205 AMBC Freight

Credit Hours: 3

Prerequisite: Shipping 1

Freight, domestic and international freight, modes of transportation, estimating, pricing and income, attracting large/heavy freight business.

include: Mailbox rentals, Aviation Security, Identity Theft, Fraud, Illegal shipment handling, Inspection, customer standards, owner/manager requirements, PS forms, customer requirements, addressing standards, maintaining PS forms, quarterly list requirements, handling mail for terminated customers, USPS procedures for abandoned CMRA, domestic mail manual regulations, identity theft, security of mail, suspicious mail, forwarding. This section of the course curriculum was developed by USPS for AMBC Members.

This second section of RSC 206 covers all of the aspects of how to setup, market, sell and manage Mail Receiving Services (mail

box rentals). How to fill your mailboxes with paying customers, establishing winning techniques to get customers to pay years in advance, how to beat the competition, and how to fill your empty boxes when other mail box locations close are typical topics in the marketing section.

Also techniques on how to sell boxes to your existing customers, how to identify someone that wants to rent a box that you are sure will be a problem customer, how to refuse service to a customer, how to know techniques for mail and package receiving that will keep your labor costs low are explored.

PrinTrac – RSC 98

Credit Hours: 4

Prerequisite: None

Learn the basics of getting started in the Print for Pay business. From pricing to production, this session will show you how the products created by printing and copying are the key to growing and competing in that business.

Basecamp – MPCCN 200

Credit Hours: 8

Prerequisite: Application to MPCCN

For those mid-level stores that are accepted by application through AMBC Affiliate MPC Coaches Network, that aspire to reach the level of Master and participate in the Masters Summit. Basecamp is a gathering dedicated to the rediscovery of success for the mid-size store. Participants will specifically focus on the problems, and solutions, of the MPC with 5 years or more experience, and/or \$300,000 or greater sales. Accepted through application.

Masters Summit – MPCCN 200

Credit Hours: 8

Prerequisite: Application to MPCCN

A three-day intensive sharing of the successes of the most successful mail and parcel centers in the nation. Performance standards are required for attendance.

AMBC “Work” Shop™

Credit Hours: 8

Prerequisite: None

This all day “work”shop contains individual segments on marketing, packaging, social media, risk tolerance, customer service and rotating electives

ELECTIVE CLASSES – OPERATIONS TRACK

(Examples of electives offered)

POS Tools – OP 235

Credit Hours: 2

Prerequisite: OP 248 XX

The prerequisite for this course is the basic class on any of the POS systems available.

Guest Expert Session – OP 236

Credit Hours: 3

Prerequisite: None

This class will vary depending on the Guest Expert. Generally the Guest Expert will provide a workshop along with being the keynote speaker for that event.

Creating a Business Plan - OP 241

Credit Hours: 3

Prerequisite: None

No one likes writing a business plan, but everyone knows they need one. This session is designed as a workshop for creating that business plan. We will walk through a simple business plan template designed specifically for the MPC business model, and look to share information from participants on benchmarks and goals.

Vendor Session – OP 242

Credit Hours: 2

Prerequisite: None

This class will vary depending upon the vendor. The class will help owners and managers profit from the details of a vendor program.

POS Session - OP 248 SR

Credit Hours: 2

Prerequisite: None

ShipRite Users' training

POS Session - OP 248 RS

Credit Hours: 2

Prerequisite: None

Resource Users' training

Profit in Declared Value - OP 243

Credit Hours: 2

Prerequisite: None

Providing declared value coverage can be more than an add on shipping service. Declared value protection can be a true profit center for your location. The key is to understand the rules and regulations. Get a handle on the finer points of covering shipments, so you can sell this service with confidence.

Effective Retail Design (Replaced by Retail Symposium OP 252) – OP 251

Credit Hours: 2

Prerequisite: None

Retail Symposium – OP 249

Credit Hours: 2

Prerequisite: None

A special session dedicated to helping MPC location improve their retail sales. Topics covered will include retail layout and design, finding products that work well in an MPC, proper financial management and expectations and retail selling skills.

ELECTIVE CLASSES – OPERATIONS TRACK (CONT)

Selling Packing – OP 253

Credit Hours: 2

Prerequisite: None

Turn the packing portion of your business into the profit center it can be. Review the best practices for inventory and pricing of supplies. Learn how to combine these practices with pack estimating to create a smooth workflow environment with increased sales.

E-Commerce and Shipping – OP 261

Credit Hours: 2

Prerequisite: None

From experts within the industry, learn how E-commerce has interacted with major carriers and forever changed shipping in the United States.

Processing Mail – OP 250

Credit Hours: 2

Prerequisite: None

The USPS serves an important niche of our product offering. Understanding how to properly process postal services can help you improve your profitability, expand your offering and ultimately better serve your customers.

ELECTIVE CLASSES –MARKETING TRACK

(Examples of electives offered)

Customer Service - MTG 232

Credit Hours: 2

Prerequisite: None

Customer Service discusses the principles and methods to retain customers and to obtain new customers. The course includes the following key areas of concentration: needs and expectations of the customer, service excellence, handling difficult customers, and challenges of customer service.

Best Marketing Practices - MTG 233

Credit Hours: 2

Prerequisite: None

Just how loyal are your customers? Would they follow you to the ends of the earth, just to do business in your location? Creating a loyal and dedicated customer following is vital in today's competitive market. Gain insight on the key aspects to gaining customer loyalty and get the tools to create your own successful loyalty plan.

College Marketing – MTG 237

Credit Hours: 2

Prerequisite: None

If you are in an area with college students and recent grads, and you are looking for proven ways to reach that audience, this class will help you realize the profits in college marketing. Learn who that customer is and what they're looking for, innovative marketing techniques for converting customers into a marketing team, and the value of community outreach. You'll get examples of marketing that only pushes the envelope, but is

effective as well. It takes practice and attitude to be successful in this arena, and this program can give you just that.

Selling Your Postal Markup – MTG 238

Credit Hours: 2

Prerequisite: None

USPS shipping can be a profitable part of your services. This class focuses on how the USPS gives you the opportunity to add profits to your business. In this class you'll learn about the postal products available, and which are profitable, evaluate electronic postage and meters, and find out the tricks and tips to successfully marketing stamps.

Internet Advertising – MTG 266

Credit Hours: 2

Prerequisite: None

Yahoo, local.com, Merchants Circle, swithchboard.com, yellowpages.com, findashippingstore.com – are you listed in all of these?

Find out the secrets to Google Adwords and how it can market you store within any budget you set, what to put in your ad to minimize costs, and more.

Effective Ad Copy – MTG 244

Credit Hours: 2

Prerequisite: None

Getting potential customers to hear your message when being barraged with an ever expanding media is a daunting task. This class explores the science of focusing your message and getting it noticed.

ELECTIVE CLASSES –MARKETING TRACK (CONT)

Best Marketing Practices – MTG 245

Credit Hours: 2

Prerequisite: None

Growing your business in the face of a recession is not only possible, but necessary. This class will give you the needed marketing skills to do that. Now is the time you need to be actively marketing your business. Learn how to make your advertising stand out in a world where consumers are overwhelmed by hundreds of marketing messages each day. You will learn to automate messages that go out to your customer database so you don't have to lift a finger to bring profits in throughout the year. We'll teach you to branch out and expand your pack and ship business into new and profitable areas, and lastly, you'll see 5 strategies that will make your business more profitable.

B2B Sales – MTG 251

Credit Hours: 2

Prerequisite: None

It's great to get customers in the front door, but sometimes you need more. Discuss and learn the best products for B2B sales, what materials to prepare and how to find the best potential customers.

Email Marketing – MTG 252

Credit Hours: 2

Prerequisite: None

Email marketing is a powerful component of today's marketing mix. An effective email campaign can help you boost sales and improve customer loyalty. Learn the basics behind effective email marketing and how to build email into your marketing plans.

In-Store Marketing – MTG 260

Credit Hours: 2

Prerequisite: None

Marketing in your location is often an overlooked component of any sales plan. Make sure your store is sending your customers the right message.

Loyalty Marketing – MTG 254

Credit Hours: 2

Prerequisite: None

Loyal customers make the MPC business go. This session will show you the actual step by step process for implementing your loyalty marketing from the first time they set foot in your store.

ELECTIVE CLASSES – FINANCE TRACK

(Examples of electives offered)

Financial Case Study – FIN 234

Credit Hours: 3

Prerequisite: None

A composite of actual data from actual stores compared to industry averages will tell you where you stand financially, how to manage your operations to match the best stores, and how to gage your product and service mix compared to store averages. A financial management workshop. Best and the worse

Best Accounting Practices – FIN 239

Credit Hours: 3

Prerequisite: None

Collecting your financial data and information in a coherent and standard manner so that you immediately know whether you're making money or not, are ready at tax time with full and accurate records, and can grow your business by reviewing what is working and what is not.

Pricing for Profit – FIN 240

Credit Hours: 3

Prerequisite: None

The most valuable lessons in business are a part of this session. The methods to price your products and services to be successful and competitive, how to collect and read the vital information that will indicate the health of your business, and what to do with that information.

How to Value Your Business – FIN 262

Credit Hours: 2

Prerequisite: None

If you are ready to sell, establishing the worth of your business is the first step. Become familiar with the specific ways you can establish a price for your business. This class will focus on the factors and issues surrounding the initial process of selling an MPC. You will learn the most commonly used formulas and methods in establishing a solid sale price. In addition, some veteran business sales advice will be shared in a casual and informative atmosphere.

Lease Negotiations – FIN 246

Credit Hours: 2

Prerequisite: None

Discuss how to deal with your landlord. What to expect during a lease renewal and/or renegotiation. How to properly negotiate lease points with your landlord.

QuickBooks Basics – FIN 263

Credit Hours: 2

Prerequisite: None

This is general overview of Quickbooks. The class is geared toward giving you practical ways to set it up for use in your mail and parcel center.

ELECTIVE CLASSES – FINANCE TRACK (CONT)

Financial Analysis a workshop – FIN 264

Credit Hours: 2

Prerequisite: None

What your P&L and Balance sheet tell you. In this workshop analysts will work through your financials and help you adjust your business, your product mix to optimize your earnings.

Financial Analysis – FIN 265

Credit Hours: 2

Prerequisite: None

The most important part of business is not how much you sell, but how much you

keep. Financial analysis is the best way to evaluate your pricing, your costs and how to grow your business moving forward.

Selling Your Business – FIN 265

Credit Hours: 2

Prerequisite: None

A part of any good business plan is an exit strategy, and you need a plan for selling your business. Learn to get your business ready to sell, how to find buyers and how to leave with a peace of mind.

ELECTIVE CLASSES – PRINT AND COPY

TRACK- (Examples of electives offered)

Introduction to Direct Mail – PTG 259

Credit Hours: 2

Prerequisite: None

You've heard people talk about it, and you've wondered if it's right for you. This session will help you understand exactly what the Direct Mail product is. Learn who the customers are, how it's produced and sold, and what it takes to get started.

Paper 101 – PTG 255

Credit Hours: 2

Prerequisite: None

An introduction to the world of paper for Printing and Copying services. This class will help you understand the various aspects of paper, including weight, texture and brightness and how to use these factors to improve the quality of your printing and copying.

To Lease or to Purchase – PTG 256

Credit Hours: 2

Prerequisite: None

Copy and Print equipment can reflect a significant investment. It's important to understand the positives and negatives of purchasing or leasing. Understanding the options can help you better make the decisions that affect your business today and tomorrow.

Graphic Design – PTG 257

Credit Hours: 2

Prerequisite: None

Graphic design is a fundamental part of the print and copy world. From basic typesetting to detailed design, you need to understand this part of the business. This session will review how to properly price, produce and control your graphic design. You will also learn tools and tricks for using some of the graphics software available.

Wide Format Printing – PTG 258

Credit Hours: 2

Prerequisite: None

Wide format printing is an exciting product in the Print for Pay business. With a market that continues to grow, wide format could be the right product for you. This session will discuss the equipment and technology involved in generating high quality wide format printing. You will also learn about pricing and marketing wide format services.

