

*The JCU Institute for Entrepreneurship presents:*

# Market Segmentation

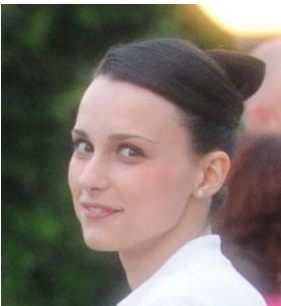
How to use market segmentation for a Facebook Campaign.



## **Antonella Salvatore**

Executive Manager, Center for Professional and Continuing Education and Career Services

M.B.A. Adjunct Professor, Business Administration Department



## **Maria Plateo**

Executive Executive Communications and Marketing Assistant, Center for Professional and Continuing Education and Career Services

Thursday, February 11th, 2016

10.00 – 11.15

Guest Speaker BUS 305

Room: Aula Magna

RSVP:

[entrepreneurship@johncabot.edu](mailto:entrepreneurship@johncabot.edu)