The Future of Mobile Marketing...Is Here

Terms:
Mobile    Webinar

Date and Time:
3/3/11 1:00 pm - 2:20 pm EST

Event URL:

Archive Link:
Archived Event URL

Speaker(s):
- **Christina "CK" Kerley**, Adjunct Professor, Rutgers University & B2B Marketing Specialist, CKB2B Marketing
- **Joseph Miller**, EON: Enhanced Online News Product Manager

Where is mobile marketing going in 2011 and beyond? Most importantly, how does this affect you as a Professional Communicator and what do you need to know to stay ahead of the curve?

These topics were discussed in our mobile focused webinar featuring renowned B2B marketer and Rutgers University's new Mini-MBA Mobile Marketing course creator Christina "CK" Kerley. The webinar was co-hosted by Business Wire Product Manager Joseph Miller.

System Requirements
- **Mac**: Mac OS X 10.3.9 (Panther) or newer

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