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## Purdue University's Center for Food and Agricultural Business: Building the Foundations of Agri-Marketing Online Program

8/11/2020 - 8/14/2020

### Online

A gap often exists between sales and marketing. But the two are closely related and, when they work together, the company and the customer both win. After all, marketing is about far more than just advertising. It's about creating a reputable brand and a value proposition that aligns with your customers' needs.

<https://agribusiness.purdue.edu/program/building-the-foundations-of-agri-marketing/>

[bettyso@purdue.edu](mailto:bettyso@purdue.edu)

Phone: (217) 549-2883