

# FRESNO STATE

Discovery. Diversity. Distinction.

Craig School of Business Marketing & Logistics Department  
in partnership with Delta Sigma Pi Business Fraternity presents:

## SPRING 2012 Marketing Forum

*How to use the 4 P's to strategically  
and successfully launch a new product presented by:*

**BRIAN WEBER**

Craig School of Business Alumni and Hershey's District Sales Manager –San Francisco

Friday, April 27

10:00am – 12:00pm

Peters Auditorium

UBC – room 191

