



UNIVERSITY OF OREGON

**BUSINESS**  
LUNDQUIST COLLEGE

# PRODUCT MERCHANDISING: FROM CONCEPT TO CONSUMER

## February 21–22, 2014

*UO White Stag Building,  
70 Couch Street, Portland, OR*

The new Sport Product Management Initiative at the University of Oregon announces a new workshop focused on management of the product life cycle from inception to retail sell-through. Attendees will network with peers in Portland's vibrant sports product industry while practicing analysis, critical thinking and assortment planning to achieve a profitable plan that tells stories and builds brands.

### Who should attend this workshop?

- Product Merchandisers
- Product Marketers
- Product Sellers
- Product Designers
- Retail Managers
- Other people interested in learning a key competency in sports product management

### Cost:

\$799 professionals (\$100 discount if registered by 12/20/13)

### Contact:

Ellen Schmidt-Devlin, [ellens@uoregon.edu](mailto:ellens@uoregon.edu)

### Register:

[uobiz.co/prod\\_merch](http://uobiz.co/prod_merch)



### Additional activities include:

- Industry Guest Speakers
- Friday Networking Event
- Toolbox of Merchandising Resources

# SPORTS PRODUCT MANAGEMENT INITIATIVE