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Press Release

FOR IMMEDIATE RELEASE
ISSUED JANUARY 19, 2012
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Jody Jacobs Will Be Guest Lecturer At Penn State's Smeal College of Business MBA Program

Jacobs tapped for Integrated Marketing Expertise

LANCASTER, PA – Jody Jacobs of Wavelength B2B, a marketing communications firm headquartered in Lancaster (PA), will be a guest lecturer at the Pennsylvania State University's Smeal College of Business MBA-level course, "Integrated Marketing Communications" on February 13. The course professor is Ralph Oliva, Director of the Institute for the Study of Business Markets, and he has invited Ms. Jacobs to present on the topic of the "Anatomy of an Integrated Marketing Program."

Oliva state that he considers Jacobs' ability to work "in the trenches" with her clients, and her ability to map integrated strategies with direct, top-level impact to the organization of key interest and of high value to his MBA students – the majority of whom will graduate to corporate careers dependent upon their ability to develop successful collaborations with their marketing agencies.

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Wavelength B2B is a full-service business-to-business marketing firm that helps companies use marketing to drive top-line growth. Wavelength uses relevant messaging, audience targeting and program integration to increase marketing effectiveness. Services include strategic marketing program development, advertising, public relations, interactive and web 3.0, direct communications, graphic design and illustration. To learn more call Jennifer Peterson at 717.823.6939 or visit www.wavelengthb2b.com.