

Module 1:

Social Marketing Communications



Rationale

- Inadequate or absent information of when, where and how a learner can access tuition might build barriers to participate.
- Using media messages which are appropriate to people who have Literacy difficulties might open programmes for them.

Content

- Overview and definitions of terms and basic principles of marketing communications.
- Marketing promotion and marketing strategy
- Marketing for social change

Aims and Objectives

- The module should develop an understanding of social marketing communications.
- It should build awareness of the role it plays among participants in the Literacy field.
- The aim is to enable participants to develop a Social marketing communication strategy.

Didactical Approach

- Group activities and discussions
- Tutor presentation
- Case-studies and projekt work
- Peer review and individual presentation



Education and Culture

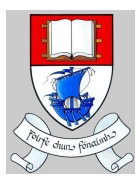


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