

**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



Deutsches Institut für  
Erwachsenenbildung  
Leibniz-Zentrum für  
Lebenslanges Lernen

German Institute for  
Adult Education  
Leibniz Centre for  
Lifelong Learning

**Socrates**  
Grundtvig

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