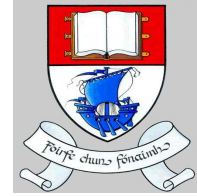# PROFESSIONALIZATION OF LITERACY AND BASIC EDUCATION
– BASIC MODULES FOR TEACHER TRAINING – TRAIN

Module 1:
Social Marketing Communications

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Handout for the Seminar

Module 1: Social Marketing Communications

Worksheet 1: What is your understanding of marketing?

1. What does marketing mean for you?

2. What are your experiences of marketing?

3. List the marketing activities you have been involved in with your scheme

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Worksheet 2: Importance of marketing

4. How important is marketing to the literacy service?

5. In recruiting volunteers?

6. In recruiting literacy learners?

7. In raising public awareness of literacy?

8. What examples do you have of addressing these marketing needs?

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Worksheet 3

9.   What are the most frequently used marketing communication tool(s) used in your scheme?

10.   How do you measure their effectiveness?

Have you any suggestions on other tools that could be used?

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Worksheet 4: The 4 and 7 P's

11.   Exercise – taking the 4 P's outline what each P is in your literacy scheme
      - Product
      - Price
      - Promotion
      - Place

12.   Examples for Product
      - One to one literacy tuition
      - Group literacy learning

13.   Then add the other 3 P's:
      - People
      - Processes
      - Physical evidence

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Worksheet 5: Marketing communications

Before you decide on what your marketing mix will be you need to think about:

14.   Who is your target audience?

15.   What are your objectives?

16.   What resources are available to you?

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Worksheet 6: The Marketing Communications Process

Take one group that you are trying to target and following the steps set out develop a marketing communications plan to target this group

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Worksheet 7: Please recapitulate

17.   4 and 7 P's

18.   Marketing tools

19.   Marketing objectives

20.   Marketing programmes

21.   Do you have any questions/comments?