

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

Module 1: Social Marketing Communications

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TIMED AGENDA

<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>
09:30 Module Introduction and Overview Ice-breaker Participant expectations	09:30 The Marketing Mix The functions of Marketing	09:30 The Marketing Plan The Marketing Planning Process
10:45 Coffee	10:45 Coffee	10:45 Coffee
11:45 Introduction to Social Marketing Communications	11:15 Advertising, Personal Selling, Direct Marketing, Public Relations Sales Promotion	11:15 Developing a Marketing Strategy for your Adult Literacy Programmes

13:00	Lunch	13:00	Lunch	13:00	Lunch
14:00	Overview of Marketing Philosophies The Marketing concept differences between for profit and not for profit marketing Marketing within the education sector Marketing within adult basic education and adult Literacy	14:00	The Marketing Communications Process	14:00	Developing the Marketing Plan
15:15	Coffee Break	15:15	Coffee Break	15:15	Coffee Break
15:45	Marketing for Social Change Case Study	15:45	Target Marketing Segmentation Positioning	15:45	Individual Presentations
16:45	Wrap up	16:45	Wrap Up	16:45	Module Conclusion
17:00	Close	17:00	Close	17:00	Module Evaluation

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