

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

Module 1: Social Marketing Communications

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1. Social Marketing Communications

This module aims to develop an understanding of the concept of social marketing communications within the adult basic education and literacy fields. The objective is to enable participants to develop and implement effective Social Marketing Communications activities by using a Marketing Communications plan. The module will cover a range of social marketing and marketing related themes and relate these themes to the adult literacy and basic education sector.

2. Description of the target group

The module is targeted at practitioners working within the adult basic education and adult literacy fields. The course is designed for adult literacy organisers, co-ordinators of adult literacy programmes, adult literacy tutors who are involved in recruiting literacy learners and other practitioners who are involved in co-ordinating programmes for adult literacy learners. Participants should be involved in adult literacy programmes and should have a role in the recruitment and organisation of literacy learners. Participants who have an interest in marketing in the adult basic education field and how marketing can be used within the education sector will also benefit from this programme.

3. Aims and objectives

The aim of the programme is to assist practitioners involved in adult literacy programmes with the marketing of these programmes and to develop a general understanding of the role of marketing in the field and how the concept of social marketing communications is now being used within adult basic education.

The objectives of the programme are:

- To introduce participants to the concept of social marketing communications
- To enable participants to develop an understanding into what marketing for social change means
- To discuss the variety of marketing activities that take place within participants adult literacy programmes
- To explore the different marketing approaches taken by practitioners
- To share ideas on effective marketing activities
- To explore the basic principles of marketing and how they might apply to marketing in adult literacy
- To discuss the differences between marketing in the private and public sector

- To discuss the role of marketing in education and specifically adult basic education and adult literacy
- To develop an understanding into what comprises a marketing communications plan
- To explain how a marketing plan can be beneficial to an adult literacy scheme

4. Rationale

The concepts of marketing and social marketing are relatively new to the adult basic education and adult literacy fields. The importance of attracting learners to literacy schemes cannot be understated and estimates (National Adult Literacy Agency, Ireland 2007) say that less than 10% of adults who need literacy tuition access programmes. In order to address this issue it is vital that organisations involved in offering programmes in the area of adult literacy understand the importance of marketing these programmes in ways that will attract learners. This means that organisations need an understanding of the types of marketing activities that can be used where their target market (the literacy learner) may not always respond to traditional marketing messages. It is vital that when promoting adult literacy programmes that managers, organisers and tutors involved in the programmes understand that they need to remove barriers to participation and some of these barriers might include informing literacy learners of when, where and how they can access tuition using media messages that are appropriate to people who have literacy difficulties.

The concept of social marketing communications has particular relevance to the adult basic education and adult literacy fields since it is recognised that there is a collective social responsibility in society to ensure those with literacy difficulties are not excluded from fully participating in the community and society at large. This programme will address the general issues relating to marketing for social change and how this is relevant to literacy.

The results of the 1997 IALS survey clearly identified that there are large numbers of adults across Europe that have literacy difficulties (in Ireland the survey identified that one in four adults had literacy difficulties) and in order to enable these adults to access help and support literacy programmes need to be properly marketed, use innovative marketing tools and activities that attract the literacy learner and need to be aware of the types of difficulties that can arise when marketing to a difficult to reach audience.

Practitioners in the field of adult basic education and literacy may not have been exposed to the concepts in this module of the importance of marketing, marketing a cause (i.e. Adult Literacy) and how to put together a marketing plan, what is a marketing strategy and how marketing can be used in the field of adult literacy to promote both the organisation and its programmes.

5. Description of Content

- Introduction to Social Marketing Communications
- Definitions of terms used in Social Marketing Communications
- Overview of the basic principles of marketing – The Marketing Mix
- Marketing Promotion
- Advertising/Direct Marketing/E-Marketing
- Public Relations
- The Marketing Communications Process
- The benefits of engaging in Social Marketing Communications in the Adult Literacy field
- Marketing for Social Change
- Targeting, segmentation and positioning
- A review of the marketing challenges in the Adult Literacy and Adult Basic Education Sector
- Marketing Strategy
- The Marketing Plan

6. Methodological and didactic aspects

Learning methodologies and didactical approach

This module will involve a number of learning and teaching methods and strategies and will include:

- Group Discussion
- Group Activities
- Tutor presentation
- Case-study
- Project Work
- Peer Review
- Individual presentation

7. Key learning points and recommendations

This module is delivered over a three day period. It has been designed with 20 hours face to face tuition and this may be delivered in a series of three hour sessions or as in the outline over a three day period.

The first day is designed to introduce participants to the concept of marketing in the adult literacy field and the concept of social marketing communications. Participants are generally expected to have some level of experience working as tutors, coordinators, organisers in the field and will probably have had some exposure to marketing activities. The first session will be an ice-breaker where participants are invited to introduce themselves and their experiences. This will help each participant understand that there are a broad mix of experiences in the

room and part of this module is to share different experiences among participants as well and to build on their experiential knowledge of the area as well as giving participants some additional knowledge, skills and competences in the field of marketing and social marketing communications.

Participants will be exposed to a number of marketing concepts through group activities, presentation, discussion and peer review.

Day two will add to the concepts covered in day one and introduce the Marketing Mix or Marketing Promotions including advertising, direct marketing, e-marketing and promotion. The second day will also cover how to target learners, how to segment your learners according to their needs and how to position your marketing message.

Day three will discuss marketing strategy and the marketing plan. Different marketing strategies will be introduced and the process behind putting together a marketing plan. The second part of day three will involve individual participants presenting back their ideas on a suitable marketing strategy and plan for their organisation and literacy programmes.

The objective at the end of the module is that each individual will have an outline Marketing Plan for their programmes which uses some of the concepts and ideas covered during the module.

8. Results

On successful completion of this module participants shall be able to:

- Demonstrate an understanding of social marketing communications and how it might apply to their Literacy Programmes
- Understand the importance of marketing in education (adult basic education and literacy fields)
- Develop social marketing communications activities that will promote the work of their Literacy Programmes
- Use a range of marketing activities to promote their Literacy Programmes
- Have an appreciation of the different functions of marketing
- Develop a marketing plan for their Literacy Programmes
- Prepare local marketing activities for their programmes
- Explain how marketing can benefit their programmes
- Demonstrate how social marketing campaigns can be used in an education context

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