



Erasmus+



## **MODULE III**

# **“MARKETING OF ADULT EDUCATION ON LSE FOR DISADVANTAGED LEARNERS“**

**“If you want to think of something new, you have to try something new. In order to succeed, you need courage to make mistakes. Perhaps you need to be a little crazy to make something new. Or maybe, in order to succeed, you need to be brave enough to believe you will succeed.”**

**(Fredrik Hares)**

# THE AIM OF THE MODULE III

- ◉ **To develop adult educators-practitioners' competences to use different marketing strategies in order to motivate disadvantaged adult learners for active participation in lifelong learning and in training on LSE.**



# THE OBJECTIVES OF THE MODULE:

- ◉ introduce the basics and peculiarities of adult education marketing;
- ◉ review different marketing tools and communication channels as well as of their availability in training on LSE;
- ◉ present the social and psychological aspects of working with disadvantaged groups and empowering them to be active in social and economical life.



**By the end of Module III the adult educator practitioner will be able to:**

- ◉ describe the basic and specific principles of adult education marketing in particular working with disadvantaged learners;
- ◉ apply different adult education marketing strategies and communication channels by organizing training courses;
- ◉ analyze the social, psychological peculiarities of disadvantaged people and motivate them to learn and to get self-employed.

# WHAT IS MARKETING?

- ◉ In simple - impressing a person to buy the product/service;
- ◉ Understanding our customers really well.
- ◉ In detail -

***“Marketing is the function of any organization or program whose goal is to plan, price, promote, and distribute the organization’s programs and products by keeping in constant touch with the organization’s various constituencies, uncovering their needs and expectations for the organization and themselves, and building a program of communication to not only express the organization’s purpose and goals, but also their mutually beneficial want-satisfying products.” (Philip Kotler).***

## NON-FORMAL ADULT EDUCATION IS A SPECIFIC PART OF THE SERVICE BUSINESS AREA:

- ◉ at the same time it is both the work and the result;
- ◉ it has particular characteristics (intangibility, inseparability, perishability, heterogeneity).



# CHARACTERISTIC: INTANGIBILITY

Education is impossible to

○ Touch



○ Taste



○ Feel

○ See



## CHARACTERISTIC: INSEPARABILITY

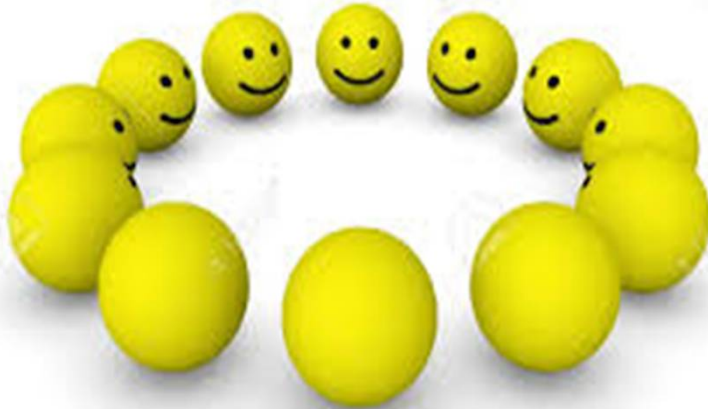
This means that the services are created and used at the same time and cannot be separated from service providers, that is people or equipment” (Kotler&Keller, 2007).





## CHARACTERISTIC: HETEROGENEITY

**It means that is impossible to provide the education service for every learner in the same way because it is provided at a different time and in different conditions**



## CHARACTERISTIC: PERISHABILITY

**As education service is intangible, it is impossible to accumulate its stock**



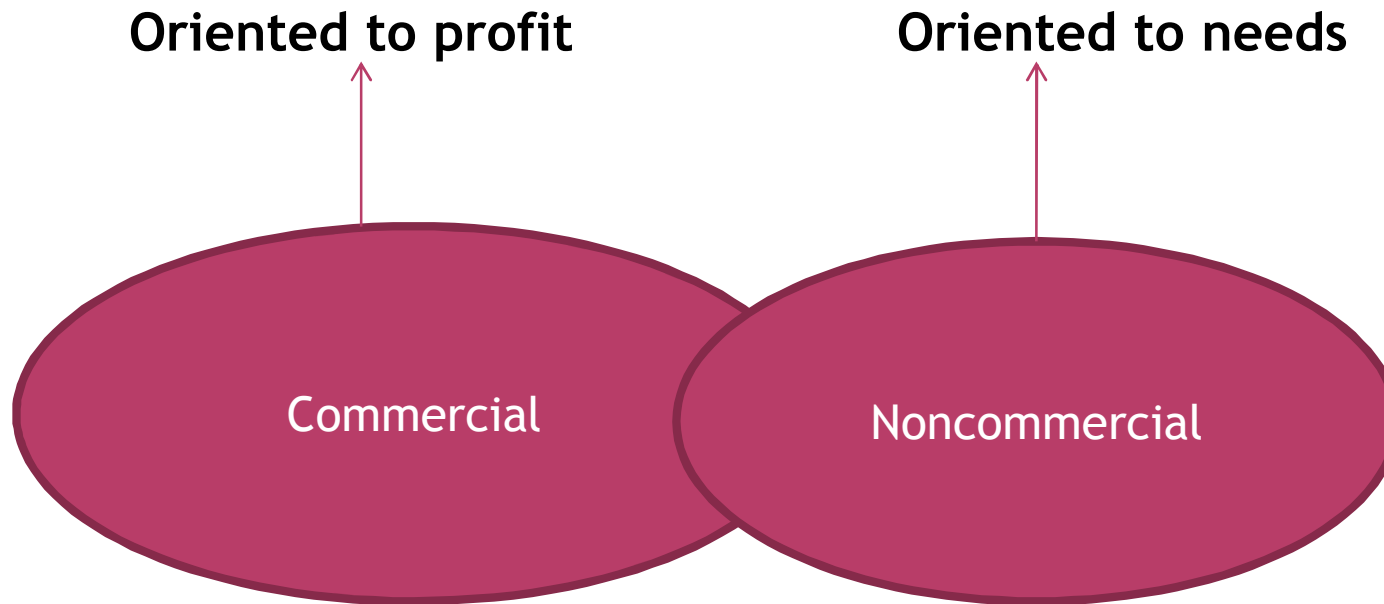
# **The essential abilities in education marketing.**

## **The Adult educator:**

- ⦿ is able to establish a relation of trust with customers and shows the benefit of learning;**
- ⦿ is able to identify problems, need and expectation of learner and find solutions together;**
- ⦿ is able to know the social, economical and cultural context of disadvantaged people really well;**
- ⦿ is able to use different styles, communication and promotion tools to motivate, empower and inspire adult learners in their LSE process and is able to make the relevance of the learning clear from a broader perspective;**
- ⦿ is able to receive feedback from adult learners beginn to learn or develop a business idea.**



# SERVICE MARKETING



# MARKETING TYPES

**Noncommercial marketing**

A hierarchical flowchart showing 'Noncommercial marketing' at the top level in a dark red rounded rectangle. Two arrows point downwards from this box to two separate light pink rounded rectangles below: 'Marketing of Non-profit Organisation' on the left and 'Social marketing' on the right.

**Marketing of Non-profit Organisation**

**Social marketing**

## TYPES OF MARKETING

- ◉ Commercial (profit and pay for services)
- ◉ Non-commercial is designed to meet learners' needs, providing them with social benefits to solve social and economic problems.
- ◉ Social marketing is oriented towards social values and its objective is to change people's behaviour, attitudes, approaches.

# EDUCATION SERVICE MARKETING COMPLEX CONSISTS OF MAIN PARTS:



# COMPLEX OF ADULT EDUCATION SERVICE MARKETING

- ⦿ **People**
- ⦿ **Physical evidence**
- ⦿ **Process**





## THE STRUCTURAL PARTS OF MARKETING PLAN

- ◉ **goal of the LSE marketing**
- ◉ **presentation of LSE service**
- ◉ **analysis of environment and target group (disadvantaged group)**
- ◉ **pricing**
- ◉ **place**
- ◉ **promotion**
- ◉ **budget expenditures for implementation of marketing plan**
- ◉ **action plan**

# MARKETING IN EDUCATION COMMUNICATES ACCORDING TO FORMULA AIDA:

- ◉ Attention (a client has noticed the advertisement of LSE course);
- ◉ Interest (he selects the information, makes inquiries)
- ◉ Desire (a client wants these courses)
- ◉ Action (the client will enroll in courses and come)



