

There are two exercises to supplement Module III “Marketing of Training Service on LSE for Disadvantaged People”

Exercise No 1

Advertisement of LSE training

The aims of exercise:

1. Describe the chosen disadvantaged group (social and psychological characteristic);
2. Create an advertisement to promote the adult training course on LSE and introduce communication channels

Instruction: teamwork (4-5 persons per group). The participants are divided into groups and perform the task. Later on they present their advertisement to other students. The learners of other groups evaluate their work and provide feedback. The adult educator summarizes the results of practical task.

The stages of the exercise	Duration	Tools	Assessment criteria
1. Discussion in the group and short description of the target group	10 min.		Clear description of the social and psychological characteristic of the disadvantaged group
2.1. Creation of the advertisement: <i>(an attractive image; a strong headline; body text; a logo or contact information)</i>	Working time – 20 min.	Paper (size A3/A4), coloring pens, scissors, a computer.	Originality; Aesthetic appeal; attractiveness; Relevance to the topic; Effectiveness
2.2. Introduction of communication channels			
3. Feedback of learners and adult teacher	10 min.		The detailed suggestions for improvement of advertisement

Exercise No 2

The Marketing Plan of the LSE Course

(Adapted from Daniel Silver „A Sample One Page Marketing plan”

(<http://www.danielsilver.com/sample-marketing-plan>)

The aim of the exercise – to solidify the marketing knowledge of adult educator by preparing a one page marketing plan for LSE training.

The purpose of this plan – to foresee the necessary conditions and activities for disadvantaged group in order to attract and motivate learners to learn in LSE training course.

Instruction. Team work (4-6 persons)

- The adult educators practitioners select the target group facing economical, social, geographical obstacles;
- According to the table provided below, they have to prepare a plan;
- These plans are introduced for the learners of other groups;
- Both the learners and the adult educator teacher provide feedback on the prepared marketing plans.

Duration of the exercise: (~ 2 a. h)

QUESTION	ANSWER
1) The goal What are the goal (-s) of marketing on LSE?	
2) Your Service What service(s) do you offer?	
3) Target audience Who are your target audience? What do they need it for? What benefits do they seek?	
4) Pricing How will you “price” your LSE training?	
5) Place 1. How we reach the customers with training information?	

2. Where do you locate your training so they are accessible and used, attractive?	
6) Support What additional means you will provide to your target group?	
7) Promotion How will you let out audience know to get to you and use your training on LSE course services? How do you invite them and motivate to learn, to start business? What communication tool and channels you will use?	
8) Budget How much money do you have to plan for implementation of marketing plan on LSE training?	
9) Action Plan What will you do? (provide a detailed plan of tools and time schedule)	