



U8 – Marketing and Communication

Objectives: Trainees ... <ul style="list-style-type: none"> • know different possibilities of operating in a market (organizational). • can name key market factors relevant when launching a new business venture. • know ways of researching a market (customers, suppliers, competitors). • can manage the quality of their service, can receive and process feedback from customers. 		Trainer:
Methods: <ul style="list-style-type: none"> • lecture, talk • discussion: interaction with trainees, drawing on their work experience and general knowledge 		Place: Classroom Duration: 3 hours Equipment's Flipchart Paper sheets Markers
Theory	<ul style="list-style-type: none"> • group exercise: find out what the market is • introduction to the marketing module: content of the course • determination of demands: straw builder and the market • market research • regional development • quality of services • suppliers • lifelong learning 	Documents: Info sheet U8-S1-i1 Text sheet ECVET U8-S1-Tx1 ECVET U8-S1-Tx2 ECVET U8-S1-Tx3 ECVET U8-S1-Tx4 ECVET U8-S1-Tx5 ECVET U8-S1-Tx6 ECVET U8-S1-Tx7
Practice	Task <ul style="list-style-type: none"> • Trainees are asked to search for the key words connected to the theme of marketing, for example: clients, suppliers, demand and quality. The trainer moderates a brainstorming session. Results are written down. Pin flipchart papers on the wall after completing the exercise. 	Exercise ECVET U8-S1-E1 Handbook Marketing Chapters 1,3,9,10 Evaluation Multiple choice
Organisation		