



U8 – Marketing and Communication

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| Objectives: Trainees ... <ul style="list-style-type: none"> • know how and why to develop marketing objectives and strategies. • know how to develop and write a complete marketing plan. • know how to provide an interdisciplinary environment for the generation of creative ideas in marketing. • know how to provide sufficient analytic skills for evaluation (and implementation) of these ideas. • can find the connections to other building companies needed before and after the strawbale work and make a cooperation with them (e.g. by advertising each other). | | Trainer: Place: Classroom Duration: 3 hours Equipment's Flipchart Paper sheets Markers |
| Methods: <ul style="list-style-type: none"> • lecture with overhead projector • discussion • verbal explanations with different supports: videos, websites, printed flyers, etc. | | |
| Theory | <ul style="list-style-type: none"> • Definition of Promotional Strategies • promotion as a main aspect of marketing • promotional plan or promotional mix • What is a promotional plan? • effective promotional tactics: advertising, personal selling, sales promotion, publicity or public relations • promotional techniques: introductory exercise • Advertising Media and Techniques • ice breaker exercise • advertising media: billboards, printed flyers, tv, etc. • advertising techniques: repetition, bandwagon, testimonials, pressure | Documents: Info sheet U8-S2-i1 to i6 Text sheet ECVET U8-S2-Tx1 to Tx6 Exercise ECVET U8-S2-E1 to E4 Handbook Marketing Chapters 13,14,15,16,17 |
| Practice | Task <ul style="list-style-type: none"> • Divide into groups; each group could be a building company in need for each others services. Try to define how you'll cooperate during the building process. • Work alone and try to write down your future marketing plan. Present and discuss about it in a group. | Evaluation Multiple choice |
| Organisation <ul style="list-style-type: none"> • | | |