



U8 – Marketing and Communication

Objectives:		Trainer:
Trainees ... <ul style="list-style-type: none">• understand the need for corporate identity development.• can identify elements of a corporate identity.• can shape a corporate identity.		Place: Classroom
Methods: <ul style="list-style-type: none">• lecture with overhead projector (verbal explanation)• discussion• exercise with sample materials		Duration: 2 hours
		Equipment Flipchart Paper sheets Markers
Theory	<ul style="list-style-type: none">• ice-breaker exercise• introduction: developing a definition of corporate identity• practical tips for applying a corporate identity: correspondence, business cards, printed publications, presentations, webpages and references	Documents: Info sheet U8-S3-i1 Text sheet ECVET U8-S3-Tx1
Practice	Task <ul style="list-style-type: none">• Game exercise: try to develop a simple corporate identity of your own (colour[s], logo[s], etc.). Draw it, paint it, and afterwards explain it to others. Point out the most important elements of corporate identity for you.	Exercise ECVET U8-S3-E1 to E3 Handbook Marketing Chapters 2,11,12 page 57: fine feathers make fine birds Evaluation Multiple choice Group presentations of everyones corporate identity elements
Organisation <ul style="list-style-type: none">•		