



U8 – Marketing and Communication

<b>Objectives:</b>  Trainees ... <ul style="list-style-type: none"> <li>• can convey the basics of legally binding action and freedom of building contracts.</li> <li>• know the legal consequences in building law.</li> <li>• can convey the basics of cost calculation.</li> <li>• can convey the basics of tender.</li> </ul> <b>Methods:</b> <ul style="list-style-type: none"> <li>• lecture with overhead projector</li> <li>• discussion and verbal explanation</li> </ul>		<b>Trainer:</b>  <b>Place:</b> Classroom  <b>Duration:</b> 6 hours  <b>Equipment's</b>  Flipchart Paper sheets Markers Moderators' Briefcase
<b>Theory</b>	<ul style="list-style-type: none"> <li>• <b>Basic principles of:</b></li> <li>• contractually relevant rules</li> <li>• forms and types of building contracts / assignments</li> <li>• termination of building contracts</li> <li>• form and implication of acceptance</li> <li>• tolerance in constructions</li> <li>• deficiency and its legal consequences</li> <li>• consequences of disruption and delay</li> <li>• factors in price calculation and pricing: general pricing, contractors' costs, cost of the product</li> <li>• sampling in constructions</li> <li>• EU law and national conversion</li> </ul>	<b>Documents:</b>  <b>Info sheet</b> U8-S4-i6 to i9  <b>Text sheet</b> ECVET U8-S4-Tx2 to Tx10  <b>Exercise</b> ECVET U8-S4-E2 ECVET U8-S4-E4 ECVET U8-S4-E8  <b>Handbook Marketing</b> Chapter 4
<b>Practice</b>	<b>Task</b> <ul style="list-style-type: none"> <li>• Participants will be given cards with key words and will be asked to mindmap „hourly wages“ and to assign the terms</li> <li>• Participants will practice acceptance in a role play game</li> <li>• Participants will be asked to communicate their own experience regarding rebate with their neighbour, group discussion of the result</li> </ul>	<b>French training:</b> Couts de construction et paille  <b>Evaluation</b> Multiple choice
<b>Organisation</b> <ul style="list-style-type: none"> <li>•</li> </ul>		