Course Title: Marketing Techniques for Trainers

Instructor:

Course web page:

Course Description:  
Explore strategic marketing in training and education. Identify and understand targeted organizations and audience for education or training programs. Practice basic marketing strategies for education or training programs incorporating elements and strategies.

Suggested Course Prerequisite(s): N/A

Materials Needed:

Course Objectives:  
1. Explore strategic marketing in training and education  
2. Identify and understand targeted organizations and audience for education or training programs.  
3. Practice basic marketing strategies for education or training programs incorporating elements and strategies.

Certification Notes:

Next course recommendation:

Instructor Notes:

Textbook(s):  
The First-Time Trainer  
Speak & Grow Rich  
ISBN: 0735203512

Lesson Plan – by week or session  
Session 1: Introductions and syllabus. Student Data Forms. Marketing training and education  
Session 2: Targeting organizations and audience  
Session 3: Identifying specific marketing campaigns  
Session 4: Marketing strategies for education  
Session 5: Marketing materials  
Student Evaluation of Instruction

Course Sessions: listed are a guideline to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.
Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.

Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.

Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

Americans with Disabilities Act: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student’s responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

http://www.collin.edu/studentresources/personal/studenthandbook.aspx