Certified Advancement Practitioner Training
Marketing and Communications

Course Description	The Marketing and Communications course outlines the basic principles underpinning contemporary practice and standards in Marketing and Communications within the education sector. The Marketing and Communications course will equip you with practical skills for you to advance your career in Marketing and Communications and is suitable for beginner to intermediate-level practitioners within the field.
Learning Objectives	At the end of this course you will be able to: • Discuss the role of marketing in a school and what it means to be market-driven • Discuss core marketing concepts as they relate to education • Explain the importance of developing a strategic school-wide marketing program/plan • Identify and implement essential elements of a strategic marketing plan • Recognise the importance of internal marketing and discuss strategies to align, educate and motivate staff • Develop a media management plan for your school (includes media policy, media monitoring, crisis management, handling interviews) • Discuss and implement effective social media marketing strategies • Discuss brand management within an educational setting (eg style guides)
Cost	Educate Plus Members (all membership types) $636.36 + $63.64 GST Non-Members - No membership, thank you $909.09 + $90.91 GST Non-Members - Please include $300 full membership $936.36 + $93.64 GST
Program Structure & Dates	The training program consists of two compulsory components - Introductory pre-course work and a two-day face-to-face (residential) program: 1. **Introductory pre-course work** • The online learning component consists of assigned readings from your textbook (and other supplementary resources) and a set of assessment tasks for you to attempt based on your reading. • You can expect to spend up to **15 hours** to complete this online learning component. • You must submit your assessments for grading by **30 April (extensions will be granted for late registrants)**. • The online learning component **must** be completed before you attend the residential program. **2. Two-day face-to-face (residential) program** • The residential program will be held on **Thursday 10 and Friday 11 May 2018** at **Northside Training Centre, Crows Nest Sydney**. • Full details about the residential component will be sent to you in due

	course, including the program for the two days, and information on accommodation and transport, etc. ● **Please note:** Accommodation and flights for the residential are **NOT** included in the program registration fees.
Learning Hours	Independent online learning – approximately 15 hours Residential program – Two-day face-to-face program
Assessment	You are expected to complete a series of assessment questions/activities based on your reading as part of your pre-program work.
Attendance Requirement	Compulsory attendance at the two-day residential program
Learning Materials & Readings	As part of this training, you will receive the following textbook by post: ● Kathleen Hanson (Ed) (2011) *The NAIS Handbook on Marketing Independent Schools* (National Association of Independent Schools, USA) You will also be provided with all learning materials which may include book chapters, access to video recordings, journal articles, and other relevant reading. You can access these materials via the Educate Plus learning management system (LMS). You will receive access to the LMS upon enrolment.
Content	The pre-course work covers the following topics: 1. Fundamentals of Marketing for Australian Schools 2. Developing a Strategic Marketing Program 3. Elements of a Marketing Plan 4. Social Media and Marketing 5. Internal Marketing As part of your pre-course work, you are required to compile a dossier of all marketing materials within your institution including: Style Guides, Forms, Publications, Brochures, Social media sites, Apps, Letters, Magazines, E-News, Policies and Procedures and any analytics currently being used. Please bring your marketing materials to the residential program for group discussion. The two-day residential program will build upon the theories and concepts covered in the pre-course work, and include presentations on the following topics by senior Advancement practitioners/consultants: 1. Digital Sphere 2. Managing your Brand 3. Media Management 4. Developing a Successful Strategic Plan for Marketing 5. Admissions Marketing
Contact	For further information and any other queries, please contact **Tina Fleming** – **Operations Manager** at tina@educateplus.edu.au.