

## Certified Advancement Practitioner Self-Paced Training Marketing and Communications

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| <b>Course Description</b>                                   | The Marketing and Communications course outlines the basic principles underpinning contemporary practice and standards in Marketing and Communications within the education sector. The course will equip you with practical skills for you to advance your career in Marketing and Communications and is suitable for <b>beginner to intermediate- level practitioners</b> within the field.  |         |                       |             |                       |   |  |
| <b>Learning Objectives</b>                                  | <p>At the end of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>● Discuss the role of marketing in a school and what it means to be market- driven</li> <li>● Discuss core marketing concepts as they relate to education</li> <li>● Explain the importance of developing a school-wide marketing program/plan</li> <li>● Identify and implement essential elements of a marketing plan in line with your school’s strategic plan</li> <li>● Recognise the importance of internal marketing and discuss strategies to align, educate and motivate staff</li> <li>● Develop a media management plan for your school (includes media policy, media monitoring, crisis management, handling interviews)</li> <li>● Discuss and implement effective social media marketing strategies (detailed FB guidelines and strategies).</li> <li>● Discuss brand management within an educational setting (e.g. style guides), the importance of brand ownership.</li> <li>● Learn how to cut-through thousands of competitors all vying for the same share of voice in an already small and crowded marketplace? Current Marketing strategies and the latest trends, remarketing.</li> </ul> |         |                       |             |                       |   |  |
| <b>Cost</b>   | <table style="width: 100%; border: none;"> <tr> <td style="width: 60%;">Members</td> <td style="text-align: right;">\$500 (inclusive GST)</td> </tr> <tr> <td>Non-Members</td> <td style="text-align: right;">\$800 (inclusive GST)</td> </tr> <tr> <td colspan="2">(This includes full individual membership valued at \$ 315)</td> </tr> </table>  | Members | \$500 (inclusive GST) | Non-Members | \$800 (inclusive GST) | (This includes full individual membership valued at \$ 315) |  |
| Members   | \$500 (inclusive GST)  |         |                       |             |                       |   |  |
| Non-Members   | \$800 (inclusive GST)  |         |                       |             |                       |   |  |
| (This includes full individual membership valued at \$ 315) |  |         |                       |             |                       |   |  |
| <b>Learning Hours</b>                                       | Independent online learning – approximately 30 hours<br>14 recordings to view including short Q & A videos (max 1 hour per recording)  |         |                       |             |                       |   |  |
| <b>Assessment</b>   | You are expected to complete a series of assessment questions/activities based on your reading as part of your online course work.   |         |                       |             |                       |   |  |

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| <b>Completion Requirement</b>            | <p>Confirm that you have watched all the 2021 training recordings by emailing Sona at <a href="mailto:sona@educateplus.edu.au">sona@educateplus.edu.au</a>.</p>  |
| <b>Course Structure</b>                  | <p>The training consists of two compulsory components - Completion of introductory online coursework and viewing the 2021 training recordings:</p> <p><b>Introductory course work</b></p> <ul style="list-style-type: none"> <li>• The online learning component consists of assigned readings from your online Educate Plus Marketing Training Book (and other supplementary resources) and a set of tasks for you to attempt based on your reading.</li> <li>• You can expect to spend up to <b>30 hours</b> to complete this online learning component.</li> </ul> <p><b>2021 Training Recordings</b></p> <ul style="list-style-type: none"> <li>• There are 14 recordings to view including short Q &amp; A videos (max 1 hour per recording)</li> </ul> |
| <b>Learning Materials &amp; Readings</b> | <p>As part of this training, you will receive the following training resource:</p> <p>‘Marketing in Australian Schools – an Educate Plus Learning Resource’</p> <p>This collation of chapters with information on marketing directly related to Australian educational institutions has been created specifically for this course by leading industry experts with links to examples and supporting materials, which may include book chapters, access to video recordings, journal articles, and other relevant resources. You will receive access to the Educate Plus learning management system (LMS) via email once your registration has been received for the course.</p>  |

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| <p><b>Content</b></p> | <p>The pre-course work covers the following topics:</p> <ol style="list-style-type: none"> <li>1. Fundamentals of Marketing for Australian Schools</li> <li>2. Developing a Marketing Program</li> <li>3. Elements of a Marketing Plan</li> <li>4. Social Media and Marketing</li> <li>5. Internal Marketing</li> </ol> <p>The 2021 training recordings build upon the theories and concepts covered in the online course work, and include presentations on the following topics by senior Advancement practitioners/consultants:</p> <ol style="list-style-type: none"> <li>1. Digital Sphere – what channels work? Analytics, Email marketing, digital ads, content marketing</li> <li>2. Managing your Brand – why? Tools, personas, customer journey, website &amp; SEO</li> <li>3. Media Management – crisis comms, paid and owned media, media relations</li> <li>4. Developing a Successful Marketing Plan – elements, goals, evaluation, reporting and how to measure success.</li> <li>5. Social Media Marketing – campaigns, analysis of data, common pitfalls</li> </ol> |
| <p><b>Contact</b></p> | <p>For further information and any other queries, please contact <b>Sona Swindley – Events and Training Manager</b> at <a href="mailto:training@educateplus.edu.au">training@educateplus.edu.au</a>.</p>   |