

# Cooperation and Communication Management

## Sample Course: TVET Marketing and Public Relations

Do good and talk about it!

This course aims at equipping managers of TVET institutions with methods to set up a marketing and PR strategy to raise awareness on the relevance and benefits of TVET and promote their training portfolio. Effective TVET marketing and PR address individuals, communities and the regional private sector. It is based on a sound understanding of the institutions' goals and objectives, vision and mission and translates these into strategic marketing and communication tools and instruments.

**Content, elements, format and duration can be customised to the respective needs.**

### Learning outcomes

On completion of the training, participants are able to

- describe the benefits of TVET and their institutions' services to their various stakeholders
- explain the components of the marketing mix
- derive marketing channels suitable for their respective context
- develop a marketing matrix
- set up a PR concept for their institution

### Contents

- Strategic approach to marketing and PR in TVET
- Core components of marketing and PR strategies in TVET
- Identification and analysis of target groups to be addressed
- Involvement of other stakeholders in marketing and PR activities (e.g. training companies)
- Marketing matrix and marketing channels
- Strategic Communication and PR Planning

### Formats

Face-to-face or hybrid.

The implementation of the training considers interactive methods and encourages participants to transfer the gained knowledge to their working context.

### Language

- English
- Upon request: other languages with interpreters

### Target groups

- TVET management staff
- The course can also be conducted for staff from TVET authorities. In this case, the focus is on the general promotion of TVET and enhancing its image

### Duration

- 5 days

### Additional option

- Online coaching

### Certificate

The participants will receive a certificate of participation after successful completion of the course.

### Your contact

#### TVET Academy

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