

Cooperation and Communication Management

Course 3: TVET Marketing and Public Relations

TOPICAL AREA: Management of TVET Institutions

Do good and talk about it!

This course aims at equipping managers of TVET institutions with suitable 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 will translate these into strategic marketing and communication tools and instruments.

- **The content and duration of the course can be customized according to individual needs.**

LEARNING OUTCOMES

On completion of the training, participants

- are able to describe the benefits of TVET to their various stakeholders
- are able to develop a marketing strategy for their institutions
- have in-depth knowledge on the marketing mix
- are able to describe the application of marketing instruments in a marketing matrix
- are able to set up a strategic external communication plan and a PR strategy for their institution
- are able to derive marketing instruments suitable for their respective context

CONTENTS

- Strategic approach to marketing in TVET
- Marketing mix and marketing instruments
- PR and strategic communication in TVET
- Elements of marketing and PR strategies in TVET
- Planning of marketing and PR for TVET institutions
- Identification and analysis of target groups to be addressed
- Involvement of other stakeholders in marketing and PR activities (e.g. training companies)

FORMATS

Virtual format implemented with following methods:

- Action orientation
- Cooperative work
- Webinar
- E-coaching
- Synchronous / asynchronous
- Individual work / self-learning

LANGUAGE

- English
- German
- Other languages using interpreters

TARGET GROUPS

- TVET management staff
- Decision makers from relevant ministries, authorities and institutions

PARTICIPATION REQUIREMENTS

- Basic ICT Skills

DURATION

- 60 h in 2-4 weeks

CERTIFICATE

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

EQUIPMENT

- Notebook / PC
- Stable internet connection
- Integrated or external microphone
- Webcam

YOUR CONTACT

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