

ERASMUS+ 2022-1-PL01-KA121-ADU-000057169 – Course entitled “Marketing activities and their impact on organisation's potential growth”

08.05.2023 – 19.05.2023 – The schedule of the course

Week 1	
08.05.2023 MONDAY	<p>INTRODUCTION TO THE ISSUE OF MARKETING IN ORGANISATION</p> <ul style="list-style-type: none"> • Barrier-breaking games • Getting to know each other • Information about the aim and scope of the training • Presentation of each organizations' activities, marketing, and promotional activities • Concept of marketing and marketing-mix • Social and managerial aspects of marketing
09.05.2023 TUESDAY	<p>MARKETING STRATEGY IN AN ORGANISATION</p> <ul style="list-style-type: none"> • The basics of marketing strategy building in organization • The importance of building a marketing strategy • Types of marketing strategy • Workshop activities
10.05.2023 WEDNESDAY	<p>IDENTIFYING AN ORGANISATION'S NEEDS IN BUILDING A MARKETING STRATEGY</p> <ul style="list-style-type: none"> • Defining needs • Defining audiences • Defining communication routes • Workshop activities
11.05.2023 THURSDAY	<p>ORGANISATION'S SWOT ANALYSIS</p> <ul style="list-style-type: none"> • Strengths and weaknesses of promoting an organization • Opportunities and risks in promoting an organization • Creating a SWOT analysis of an organization • Workshop activities
12.05.2023 FRIDAY	<p>MISSION AND VISION OF THE ORGANISATION IN THE CONTEXT OF MARKETING</p> <ul style="list-style-type: none"> • The mission of the organization • The vision of the organization • The way of organization's functioning • Workshop activities
Week 2	
15.05.2023 MONDAY	<p>PROMOTION OF THE ORGANISATION AND INDIVIDUAL SECTIONS</p> <ul style="list-style-type: none"> • Ways of collecting promotional material • Ways of presenting promotional material • Possibilities of reaching to the audience • Workshop activities
16.05.2023 TUESDAY	<p>TYPES OF PROMOTIONAL ACTIVITIES OF THE ORGANISATION</p> <ul style="list-style-type: none"> • Press release • Social media • Face-to-face communication • Using the potential of leaders and other members of the organization to promote activities • Workshop activities
17.05.2023 WEDNESDAY	<p>THE WAYS OF USING THE POTENTIAL OF THE ORGANISATION'S MEMBERS FOR PROMOTION AND MARKET ACTIVITIES</p> <ul style="list-style-type: none"> • Ways to identify the potential of your organization's section leaders • Ways to identify the potential of less active members of the organization • Workshop activities
18.05.2023 THURSDAY	<p>DİGITAL MARKETING</p> <ul style="list-style-type: none"> • Creation and dissemination of content through digital media channels (websites and webpages, social networks, email, and mobile apps) • Advertising products and services in digital channels on the internet • Social media marketing • Selection of different kinds of social media • Workshop activities



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19.05.2023 FRIDAY	SUMMARY OF ACQUIRED KNOWLEDGE, EVALUATION, CERTIFICATES <ul style="list-style-type: none">• Feedback• Ways of using the acquired knowledge in the everyday activities of the organization• Sum up exercises• Awarding of the certificates
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