

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

**22.05.2023 – 02.06.2023 – The schedule of the course**

<b>Week 1</b>	
22.05.2023 MONDAY	<p>INTRODUCTION TO THE ISSUE OF MARKETING IN ORGANISATION</p> <ul style="list-style-type: none"> <li>• Barrier-breaking games</li> <li>• Getting to know each other</li> <li>• Information about the aim and scope of the training</li> <li>• Presentation of each organizations' activities, marketing, and promotional activities</li> <li>• Concept of marketing and marketing-mix</li> <li>• Social and managerial aspects of marketing</li> </ul>
23.05.2023 TUESDAY	<p>MARKETING STRATEGY IN AN ORGANISATION</p> <ul style="list-style-type: none"> <li>• The basics of marketing strategy building in organization</li> <li>• The importance of building a marketing strategy</li> <li>• Types of marketing strategy</li> <li>• Workshop activities</li> </ul>
24.05.2023 WEDNESDAY	<p>IDENTIFYING AN ORGANISATION'S NEEDS IN BUILDING A MARKETING STRATEGY</p> <ul style="list-style-type: none"> <li>• Defining needs</li> <li>• Defining audiences</li> <li>• Defining communication routes</li> <li>• Workshop activities</li> </ul>
25.05.2023 THURSDAY	<p>ORGANISATION'S SWOT ANALYSIS</p> <ul style="list-style-type: none"> <li>• Strengths and weaknesses of promoting an organization</li> <li>• Opportunities and risks in promoting an organization</li> <li>• Creating a SWOT analysis of an organization</li> <li>• Workshop activities</li> </ul>
26.05.2023 FRIDAY	<p>MISSION AND VISION OF THE ORGANISATION IN THE CONTEXT OF MARKETING</p> <ul style="list-style-type: none"> <li>• The mission of the organization</li> <li>• The vision of the organization</li> <li>• The way of organization's functioning</li> <li>• Workshop activities</li> </ul>
<b>Week 2</b>	
29.05.2023 MONDAY	<p>PROMOTION OF THE ORGANISATION AND INDIVIDUAL SECTIONS</p> <ul style="list-style-type: none"> <li>• Ways of collecting promotional material</li> <li>• Ways of presenting promotional material</li> <li>• Possibilities of reaching to the audience</li> <li>• Workshop activities</li> </ul>
30.05.2023 TUESDAY	<p>TYPES OF PROMOTIONAL ACTIVITIES OF THE ORGANISATION</p> <ul style="list-style-type: none"> <li>• Press release</li> <li>• Social media</li> <li>• Face-to-face communication</li> <li>• Using the potential of leaders and other members of the organization to promote activities</li> <li>• Workshop activities</li> </ul>
31.05.2023 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"> <li>• Ways to identify the potential of your organization's section leaders</li> <li>• Ways to identify the potential of less active members of the organization</li> <li>• Workshop activities</li> </ul>
01.06.2023 THURSDAY	<p>DİGITAL MARKETING</p> <ul style="list-style-type: none"> <li>• Creation and dissemination of content through digital media channels (websites and webpages, social networks, email, and mobile apps)</li> <li>• Advertising products and services in digital channels on the internet</li> <li>• Social media marketing</li> <li>• Selection of different kinds of social media</li> <li>• Workshop activities</li> </ul>



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02.06.2023 FRIDAY	SUMMARY OF ACQUIRED KNOWLEDGE, EVALUATION, CERTIFICATES <ul style="list-style-type: none"><li>• Feedback</li><li>• Ways of using the acquired knowledge in the everyday activities of the organization</li><li>• Sum up exercises</li><li>• Awarding of the certificates</li></ul>
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