

COURSE DESIGN & DELIVERY

FOURTH CLASS

MODULE 7: Program Marketing

Learning Objectives:

- What do you need to know about writing your bio?
- What are some of the elements that should be included in a Media Kit?
- What are some types of marketing that can be used for your program?
- What is your style of marketing?

SECTION #1: Program Marketing

1. Your Bio
2. Your Media Kit
3. Your Website/Webpage
4. Your Facebook Business Page
5. Your Google Business Page

SECTION #2: Types of Marketing

1. Print Marketing
2. Social Media Marketing
3. Video Streaming
4. Book Collaborations
5. Speaking Opportunities
6. Podcast Guest Spots
7. Expos & Fairs
8. Advertising
9. Event Promotions
10. Your Marketing Style

MODULE 6: Program Evaluation

Learning Objectives:

- How will you improve your programs?
- How will you evaluate your programs?
- How do you measure success?

- What are some of the indicators to end or change a program?

SECTION #1: Level of Evaluation

1. Reaction
2. Learning
3. Behavior
4. Results

SECTION #2: Evaluation Methods

1. Best Approach
2. End of Class Feedback
3. After Class Follow-up
4. Testimonials

SECTION #3: Continuous Evaluation

1. DEMAND: Attendance
2. PROFIT: Cost vs Revenue
3. EXPERIENCE: Overall Feedback
