



Session 2.2

How to do marketing with a training program

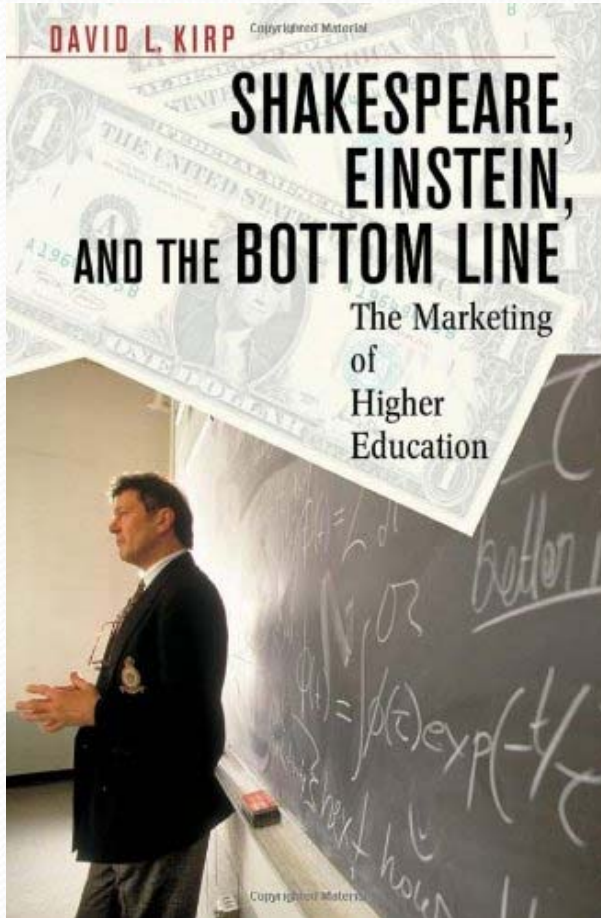
Opening question



Time: 10 mins

what do you understand by applying marketing to a training program?

Marketing of training programmes



Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (AMA 2017)

Services marketing (Hermel & Romagui, 1990)

First generation marketing

It is a reaction to **little known services**. This approach focuses on **communication** (advertising) and **solving image problems**. Short-term and impact improvements are obtained. It is a first step that enables the adoption of a marketing approach.

Second generation marketing

It emerges when the **needs of the public are taken into account** and, consequently, **attitudes and behaviors are studied**. It requires using more sophisticated research techniques and a greater weight of the marketing approach in the organization.



Marketing of services (education) can be understood as a science of public exchange processes based primarily on the production and expectation of demand of education programmes.

The management of service marketing is organized around a institutional policy which enables public exchanges that should satisfy both social and organizational objectives.

Basic concepts: Exchange



Marketing is exchange (payment of course fees / program offer and production).

5 conditions must be met for an exchange to exist.

- There must be at least two parts.
- Each party must have something of value to the other.
- Each party must be able to communicate and deliver.
- Each party must be free to accept or reject the offer.
- Each party must believe that it is appropriate or desirable to deal with the other.

Basic concepts: Market



Market is the set of potential "consumers" who share a need or desire and who might be willing to satisfy it through the exchange of other items of value.

The starting point of marketing is people's basic needs. It is important to distinguish between needs, wants and demands:

- A need is the lack of something material or immaterial associated with a lifestyle.
- Desire is the will to satisfy the need.
- The demand implies the externalization of the desire.



Basic concepts: Final Objective



The objective of marketing is to satisfy the needs and desires of "consumers" in a profitable (not only monetary) way.

What, then, is the product? The service (training program) that can be offered to satisfy a need or desire.

What about the value? It is an estimation the “user” makes of the capability of the training program to meet their needs. It is usually called utility. Along with the assessment of the acquisition costs (course tuition fees, access...) will determine the utility/cost ratio. On that the decision of the user is made.

Basic concepts: Double satisfaction



- In any exchange process there is a conflict of interests between the offerer and the demander, since each seeks to obtain the greatest possible surplus value from the exchange: the offerer (producer of the training program) will try to obtain the maximum benefit and the demander the maximum utility at the lowest cost.
- Marketing aims to balance this conflict by seeking a *point of equilibrium in the exchange* that favors the continuity of the offerer and the satisfaction of the demander. Decisions are therefore made on those elements of the exchange through which an offer is expressed and which can be perceived and valued by the consumer.

Basic concepts: Marketing Mix

The marketing-mix is the set of elements in which the provider bases the exchange. Today, 7 elements are taken into account. Originally, there were 4

The 7 Ps of Services Marketing



The 4 Ps

Product

- A product is defined as a bundle of attributes (features, functions, benefits, and uses) capable of exchange or use, usually a mix of tangible and intangible forms.
- Thus a product may be an idea, a physical entity (goods), or a service, or any combination of the three.

Price

- Price is the formal ratio that indicates the quantity of money, goods or services needed to acquire a given quantity of goods or services.
- It is the amount a customer must pay to acquire the service

Place (distribution)

- Distribution refers to the act of marketing and carrying products or services to consumer.
- It is also used to describe the extent of market coverage for a given product.

Promotion

- Promotion includes tactics that encourage short-term purchase, influence trial and quantity of purchase, and are very measurable in volume, share and profit.

Marketing Plan: Setting the Bases

It is a matter of describing the action of the institution that will offer the training program:

- **What should it do?**
- **What would it want to do and why?**
- **Who does it want to reach?**
- **How does the institution want to be perceived by the public?**



The answers to the above questions lead to the definition of basic marketing strategies and the **segmentation** and **positioning** of the institution.

Segmentation and **positioning** are essential processes

Its strategic nature is expressed over a long period of time: the decisions taken are kept for 10 to 20 years.

Segmentation



It implies a recognition of the composition of the audiences and their subsequent division by features.

A segment is a set of individuals who, from the point of view of comparison with others, have different characteristics but, from the internal point of view, a similarity such that their members will respond in a similar way to a given set of marketing efforts.

In other words, **segmentation makes it possible to aggregate recipients according to homogeneous characteristics.**

The purpose of the process is to **select the target audience of reference** for the execution of a marketing project by adapting the specialized application of techniques to it.

Positioning



It is the definition, prior to action, of how the institution wishes to be seen / understood by the target audiences in contrast to other options. It is a **competitive** dimension of the marketing action, **based on evaluation by the target.**

One **institution** manages at the same time:

- **its identity** (what it says it does)
- and **its personality** (what it does and how it does it).

As a result, the **image of the institution** is generated in the public.

The positioning process should include a review of:

- current positioning** (how we are positioned);
- ideal positioning** (how we should position ourselves)
- and **anti-ideal** (which features should be avoided).

Depending on the type of positioning, the time it takes to achieve it will be shorter or longer, but, in any case, it is a task that requires effort and long-term action.

Some options for positioning may focus on:

The set of utilities available: the offer of training programs is expanded or specialized in a group.

Efficiency in delivery. Efforts are focused on improving the outcome, with no change in inputs.

The form of benefit. The form of benefit is varied.

Differences with other options. The offer is distinguished by contrast with the previous one.

Identification with a priority group. It does not focus on the what or the how, but on the for whom.

Competitive advantage



When the institution offers a service that the user can find in the market provided by another organization, the competitive advantage (related to positioning) becomes very important.

Basically, it is an advantage over the rest of providers which can be founded in some of the characteristics of the institution, its service, its image, etc.

It is necessary to know what the organization's competitive advantage is and describe it in order to be able to exploit it to its full.

The competitive advantage must be an added value that is really perceived by the target audience and that makes them choose our training program.

Marketing Plan



The following elements stand out in the marketing mix of services:

- **Service concept (content, services, features, characteristics, style)**
- **Cost of production and pricing policy**
- **Capacity of production (staff)**
- **Processes (administrative operations related to program delivery)**
- **Distribution routes (location, accessibility)**
- **Promotional channels (advertising, public relations)**
- **Physical evidence (facilities, brochures, web)**

After implementation, the marketing plan cycle would be completed with the evaluation process, the results of which may lead to a total or partial reorientation of the initial purpose, as well as its temporary or definitive halt.

Final remarks

Remember. It is wrong to think that marketing can only be applied to a product or to the activity of a private company. Many institutions use it to improve their services and make their public feel more satisfied.



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