

TECHNICAL TEACHERS' TRAINING INSTITUTE, BHOPAL

Training Programme on
"Marketing of Educational Institutes, Programmes and Services"

PROGRAMME SCHEDULE

23 June 2003 to 27 June 2003

AHMEDABAD

Day & Date	Session I	Session II	Session III	Session IV
Monday, 23 June	Registration, Inauguration, Introduction of Participants Rationale for Course and Objectives	Core Concepts of Marketing, Maslow's Triangle, Developing a Consumer Focus, Sales vs. Marketing	Assignment / Discussion	Strategic Marketing Plan
Tuesday, 24 June	Formulating Marketing Strategy	Marketing Management, 4 P's, Positioning, Segmentation, Targeting and Niche Marketing	Product & Brand Decisions	Assignment on Product & Brand Decisions
Wednesday, 25 June	Costing, Standard Costing, Marginal Costing, Pricing Decisions	Assignment on Costing & Pricing	Market Information System, Market Research – Objectives and Plans, Design; Primary and Secondary Data collection	Assignment and Discussion on Market Information and Research

Thursday, 26 June	Assignment and Discussion on Market Information and Research (continued from last day's last session)	Communication, Promotion and Advertising Decisions	Preparing an action plan for each institution to take up study of the local industry and projected growth patterns (By Participants)	Presentation of action plan by each institution to take up study of the local industry and projected growth patterns (By Participants)
Friday, 27 June	Preparing a Marketing Plan		Open Forum and Planning for Future Action This may include recap of any topic, as per request of participants.	Feedback and Valedictory

Note:

- i) Dr. R.K. Dixit, Assistant Professor, TTTI is the Course Coordinator.
- ii) Faculty – Mr. Anil Chawla