



Mapping the Marketing Workplace LLN one day training course to:-

- 1. FEnto Standards for Teacher Training Qualifications for Further Education in England**
- 2. FEnto subject specifications for teachers of adult literacy level 3**
- 3. Ento Learning & Development Standards L21, L22, L23, L24**

Course Aims

By the end of the course the learners should be able to:-

- make a business case for the advantages to be gained by LLN training,**
- understand the key principles of marketing,**
- develop the service offer of LLN training,**
- develop a marketing plan,**
- understand the key principles of design and promotion.**

Where possible the content of the one day course has been mapped to the relevant criteria of the FEnto teaching standards and the FEnto subject specifications.

Learners should be aware that further evidence may be required in order to meet the criteria in full.

		<p>to apply their learning indifferent contexts.</p> <p>C1e Recognise & build on the experience which learners bring to the programme.</p> <p>C2e Ensure that all members of the group are involved in learning activities.</p> <p>D3b Present information to learners clearly and in an appropriate format</p> <p>D4b Give constructive and positive feedback to learners.</p> <p>D5h Monitor how learners are responding to teaching & learning materials during the programme and make modifications as necessary.</p> <p>L4 Possible Activities</p> <p>B1c Establish precise learning objectives & content.</p> <p>B2e Create a safe learning environment based on trust & support.</p> <p>B2f Encourage learners to see the relevance of what they are learning to other aspects of the curriculum and to apply their learning</p>		
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<p>Small Group Activities: Direct benefits of LLN training Indirect benefits from LLN training Employee benefits Resistance Identifying the need for LLN training</p>	<p>A1 B2 C1, C2, C3 D1, D2,D3, D4, H1</p>	<p>indifferent contexts. C1e Recognise & build on the experience which learners bring to the programme. C2e Ensure that all members of the group are involved in learning activities. D3b Present information to learners clearly and in an appropriate format D4b Give constructive and positive feedback to learners. D5h Monitor how learners are responding to teaching & learning materials during the programme and make modifications as necessary.</p> <p>L2 Possible Activities A1a Acknowledge the previous learning experiences and achievements of learners C2e Ensure that all members of the group are involved in learning activities. D4b Give constructive and positive feedback to learners. H1b Acknowledge the diversity of learners' experience and support the</p>		
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		<p>development needs of the individual.</p> <p>L3 Possible Activities A1a Acknowledge the previous learning experiences and achievements of learners B2c Use individual and small group and whole group teaching techniques as appropriate. C1e Recognise & build on the experience which learners bring to the programme. C2d Facilitate learning through the use of collaborative exercises and encourage learners to support each other. C2e Ensure that all members of the group are involved in learning activities. D2g Provide opportunities for learners to reinforce their knowledge and understanding. D3d Maintain & encourage effective communication with and between all learners.</p>	<p>Literacy AO2</p> <p>3.1 Speaking and Listening ALL</p>	<p>L3 L21.1 L21.2</p>
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		<p>D4 Give constructive and positive feedback to learners. H1b Acknowledge the diversity of learners' experience and support the development needs of the individual.</p> <p>L4 Possible Activities A1a Acknowledge the previous learning experiences and achievements of learners B2c Use individual and small group and whole group teaching techniques as appropriate. C1e Recognise & build on the experience which learners bring to the programme. C2d Facilitate learning through the use of collaborative exercises and encourage learners to support each other. C2e Ensure that all members of the group are involved in learning activities. D2g Provide opportunities for learners to reinforce their knowledge and</p>		
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		<p>understanding.</p> <p>D3d Maintain & encourage effective communication with and between all learners.</p> <p>D4b Give constructive and positive feedback to learners.</p> <p>H1b Acknowledge the diversity of learners' experience and support the development needs of the individual</p>		
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		<p>to apply their learning indifferent contexts.</p> <p>C1e Recognise & build on the experience which learners bring to the programme.</p> <p>C2e Ensure that all members of the group are involved in learning activities.</p> <p>D2i Help learners develop study skills including time management & work organisational skills.</p> <p>D3b Present information to learners clearly and in an appropriate format.</p> <p>D4b Give constructive and positive feedback to learners.</p> <p>L4 Possible Activities</p> <p>B1c Establish precise learning objectives & content.</p> <p>B2e Create a safe learning environment based on trust & support.</p> <p>B2f Encourage learners to see the relevance of what they are learning to other aspects of the curriculum and to apply their learning indifferent contexts.</p>		
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		<p>C1e Recognise & build on the experience which learners bring to the programme.</p> <p>C2e Ensure that all members of the group are involved in learning activities.</p> <p>D3b Present information to learners clearly and in an appropriate format.</p> <p>D4b Give constructive and positive feedback to learners.</p>		
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	<p>E4 H1, H2</p>	<p>group and whole group teaching techniques as appropriate. C1e Recognise & build on the experience which learners bring to the programme. C2d Facilitate learning through the use of collaborative exercises and encourage learners to support each other. C2e Ensure that all members of the group are involved in learning activities. D3d Maintain & encourage effective communication with and between all learners. D4 Give constructive and positive feedback to learners. E4b Create formal & informal opportunities to listen and respond to the views & feelings of individual learners. H1b Acknowledge the diversity of learners' experience and support the development needs of the individual. H2b Adopt & maintain a</p>		
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		<p>professional form of behaviour towards learners and others.</p> <p>L4 Possible Activities A1a Acknowledge the previous learning experiences and achievements of learners B2c Use individual and small group and whole group teaching techniques as appropriate. C1e Recognise & build on the experience which learners bring to the programme. C2d Facilitate learning through the use of collaborative exercises and encourage learners to support each other. C2e Ensure that all members of the group are involved in learning activities. D2g Provide opportunities for learners to reinforce their knowledge and understanding. D3d Maintain & encourage effective communication with and between all</p>		
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		<p>learners. D4 Give constructive and positive feedback to learners. H1b Acknowledge the diversity of learners' experience and support the development needs of the individual.</p>		
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	<p>B1, B 2, C1, C2, C3 D1, D2, D3,D4, D6, D7 E4 G1, G2, G3 H1, H2</p>	<p>previous learning experiences and achievements of learners B2c Use individual and small group and whole group teaching techniques as appropriate. C1e Recognise & build on the experience which learners bring to the programme. C2d Facilitate learning through the use of collaborative exercises and encourage learners to support each other. C2e Ensure that all members of the group are involved in learning activities. . D3d Maintain & encourage effective communication with and between all learners. D4 Give constructive and positive feedback to learners. E4b Create formal & informal opportunities to listen and respond to the views & feelings of individual learners. H1b Acknowledge the diversity of learners’</p>	<p>3.1 Speaking and Listening ALL</p>	<p>L22.1 L23.1</p>
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		<p>experience and support the development needs of the individual.</p> <p>H2b Adopt & maintain a professional form of behaviour towards learners and others.</p> <p>L4 Possible Activities</p> <p>A1a Acknowledge the previous learning experiences and achievements of learners</p> <p>B1c Establish precise learning objectives & content.</p> <p>B2e Create a safe learning environment based on trust & support.</p> <p>B2f Encourage learners to see the relevance of what they are learning to other aspects of the curriculum and to apply their learning indifferent contexts.</p> <p>C1e Recognise & build on the experience which learners bring to the programme.</p> <p>C2e Ensure that all members of the group are involved in learning activities.</p>		
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