

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.

Course Content	<u>Teacher standards</u>		Subject specifications	Ento Learning and Development
SECTION ONE Making the Business Case Statistical/Research Information Relevant to Organisations: Environment of change Value of improving LLN Literacy/Productivity Business value of LLN	Standard Reference FENTO B1, B2 C1, C2 D2, D3, D4, D5	 L2 Possible Activities B1c Establish precise learning objectives & content. B2e Create a safe learning environment based on trust & support. 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 L3 Possible Activities B1c Establish precise learning objectives & content. B2e Create a safe learning environment based on trust & support. B2e Create a safe learning environment based on trust & support. 	Literacy AO2 3.1 Speaking and Listening ALL	L3 L21.1 L21.2 L23.1

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to apply their learning	
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.	
L4 Possible Activities	
B1c Establish precise	
learning objectives &	
content.	
B2e Create a safe learning	
environment based on trust	
& support.	
B2f Encourage learners to	
see the relevance of what	
they are learning to other	
aspects of the curriculum and	
to apply their learning	
to appropriate tourning	

		 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. 	
Small Group Activities: Direct benefits of LLN training Indirect benefits from LLN training Employee benefits Resistance Identifying the need for LLN training	A1 B2 C1, C2, C3 D1, D2,D3, D4, H1	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	

development needs of the individual.		
L3 Possible Activities A1a Acknowledge the previous learning experiences and	Literacy AO2 3.1 Speaking and	L3 L21.1 L21.2
achievements of learners B2c Use individual and small group and whole group teaching techniques as appropriate. C1e Recognise & build on the superior of which	Listening ALL	
the experience which learners bring to the programme. C2d Facilitate learning through the use of collaborative exercises and		
encourage learners to supporteach other.C2e Ensure that all membersof the group are involved inlearning activities.D2g Provide opportunities.		
D2g Provide opportunities for learners to reinforce their knowledge and understanding. D3d Maintain & encourage effective communication		
with and between all learners.		

D4 Give constructive and	
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diversity of learners'	
experience and support the	
development needs of the	
individual.	
L4 Possible Activities	
A1a Acknowledge the	
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Cle Recognice & huild on	
of the group are involved in	
learning activities.	
D2g Provide opportunities	
for learners to reinforce their	
knowledge and	
	 positive feedback to learners. H1b Acknowledge the diversity of learners' experience and support the development needs of the individual. 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

	understanding. D3d Maintain & encourage effective communication with and between all learners. D4b Give constructive and positive feedback to learners. H1b Acknowledge the diversity of learners' experience and support the development needs of the individual
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Course Content	<u>Teacher standards</u>		Subject specifications	Ento Learning and Development
SECTION THREE Developing a Marketing Plan The benefits of marketing. Segmenting the market. Case study. Working in pairs- segmenting the market. Draft marketing plan for the construction industry.	Standard Reference	L2 Possible Activities A1a Acknowledge the previous learning experiences and achievements of learners. B2e Create a safe learning environment based on trust & support. 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.		
	FENTO A1 B1 C1, C2, C3 D1, D2, D3, D4, D5, D7	 L3 Possible Activities B1c Establish precise learning objectives & content. B2e Create a safe learning environment based on trust & support. B2f Encourage learners to see the relevance of what they are learning to other aspects of the curriculum and 	Literacy AO2 3.1 Speaking and Listening ALL	L3 L21.1 L21.2 L22.1

to apply their learning indifferent contexts. C1e Recognise & build on	
C1e Recognise & build on	
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.	
D2i Help learners develop	
study skills including time	
management & work	
organisational skills.	
D3b Present information to	
learners clearly and in an	
appropriate format.	
D4b Give constructive and	
positive feedback to learners.	
L4 Possible Activities	
B1c Establish precise	
learning objectives &	
content.	
B2e Create a safe learning	
environment based on trust	
& support.	
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.	

	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.	
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Course Content	<u>Teacher standards</u>		Subject specifications	Ento Learning and Development
SECTION FOUR	Standard Reference			
The Basic Principles of		L2 Possible Activities		
Design & Promotion.		A1a Acknowledge the		
		previous learning		
Page Layout		experiences and		
Specific Promotions		achievements of learners.		
Press Release		B1c Establish precise		
Brochures/Fliers		learning objectives &		
Direct mail		content.		
Telephone Cold		B2e Create a safe learning		
calling		environment based on trust		
Group Activity		& support.		
		C2e Ensure that all members		
		of the group are engaged in		
		learning activities.		
		C3f Support learners as they		
		learn.		
		D3b Present information to		
		learners clearly & in an		
		appropriate format.		
		D4b Give constructive and		
		positive feedback to learners.		
	FENTO	L3 Possible Activities	Literacy	L3
		A1a Acknowledge the	AO2	L23.1
	A1	previous learning		
	B1, B2, B3	experiences and	3.1 Speaking and	
	C1, C2, C3	achievements of learners.	Listening	
	D1, D2, D3, D4, D5, D7	B2c Use individual and small	ALL	

E4	group and whole group
H1, H2	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

handbassional forms of
professional form of
behaviour towards learners
and others.
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

	learners. D4 Give constructive and positive feedback to learners. H1b Acknowledge the diversity of learners' experience and support the development needs of the individual.	

Course Content	Teacher standards		Subject specifications	Ento Learning and Development
SECTION FIVE Case Studies Planning an Event Cold Calling	Standard Reference	 L2 Possible Activities A1a Acknowledge the previous learning experiences and achievements of learners B1c Establish precise learning objectives & content. B2e Create a safe learning environment based on trust & support. C2e Ensure that all members of the group are engaged in learning activities. C3f Support learners as they learn. D4b Give constructive and positive feedback to learners. D6k Respond positively and constructively to feedback. H1b Acknowledge the diversity of learners' experience and support the development needs of the individual. 		
	FENTO A1	L3 Possible Activities A1a Acknowledge the	Literacy AO2	L3

B1, B 2,	previous learning	3.1 Speaking and	L22.1
C1, C2, C3	experiences and	Listening	L23.1
D1, D2, D3, D4, D6, D7	achievements of learners	ALL	
E4	B2c Use individual and small		
G1, G2, G3	group and whole group		
H1, H2	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 professional form of behaviour towards learners and others. L4 Possible Activities A1a Acknowledge the previous learning experiences and
individual. H2b Adopt & maintain a professional form of behaviour towards learners and others. L4 Possible Activities A1a Acknowledge the previous learning
H2b Adopt & maintain a professional form of behaviour towards learners and others. L4 Possible Activities A1a Acknowledge the previous learning
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B1c Establish precise
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B2e Create a safe learning
environment based on trust
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B2f Encourage learners to
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they are learning to other
aspects of the curriculum and
to apply their learning
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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. H1b Acknowledge the diversity of learners' experience and support the development needs of the individual.