



Mapping the Reaching Employers ½ day training course to:-

- 1) The Subject Specifications for teachers of adult literacy and numeracy (Level 3)**
- 2) FENTO Standards for teachers**
- 3) Ento Learning and Development Standards L21, L22, L23, L24 and G3**

Course aims:

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

- Explain the business case for language, literacy and numeracy in the workplace to employers**
- Identify existing marketing resources produced by national agencies**
- Describe a basic marketing process, apply this to language, literacy and numeracy in the workplace, and evaluate the outcomes of marketing**

Where possible the content of the course has been mapped to the relevant criteria of the specific standards. Learners should be aware that further evidence may be needed in order to meet the criteria in full.

<u>Course Content</u>	<u>Teacher standards</u>		<u>Subject specifications</u>	<u>Ento Learning and Development</u>
<p>Aims and objectives Introductions</p> <p>SECTION ONE Making the Business Case Key Principles of Marketing The Marketing process Market Research</p> <p>SECTION TWO Segmenting the Market Pros and Cons of promotional Methods Case Study Marketing Materials - samples</p> <p>Course review and Close</p>	<p>Standard Reference</p> <p>FENTO G3</p>	<p>L2 possible activities</p> <p>L3 possible activities</p>	<p>Literacy AO2 3.1 Expressing yourself clearly, using communication techniques to help convey meaning and to enhance the delivery and accessibility of the message 3.1 Showing the ability to use language style and tone in ways that suit the intended purpose and audience, and to recognise their use by others 3.1 Listening attentively and responding sensitively to contributions made by others</p> <p>Numeracy N/a</p>	<p>L3 L21.1</p>

		L4 possible activities <ul style="list-style-type: none">• G3c Engage in research and study related to professional practice• G3e Take up professional development opportunities relevant to their work and to institutional priorities		
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