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DECIDE MODULE 2: MARKETING: INTRODUCTION TO THEORY AND PRACTICE

MODULE TEACHING RECORD FOR KAZAKHSTAN

Note:

This document is designed for the use of trainers to assist in documenting their module teaching activities of each module. It provides orientation for teaching records, and should be used by trainers in conjunction with the Module 2 Weekly Aims Checklist document.

Module 2 Lesson 1 Teaching Record

Semester: 1 Trainer: Dr. Gainel Ussatayeva Module: Marketing:
Introduction to Theory and Practice

Day: TBC Time: TBC Location: TBC

Date	Content covered	Task(s) for student	Notes
1 Day	<p>Introduction to Marketing: Theory and Practice</p> <p>Explanation the Fundamentals of Marketing</p> <p>Discussing the Concepts of Marketing</p> <p>Training of the explained material</p>	<p>Please try to formulate your own definition of marketing</p> <p>Market and Objects of marketing. Strengths and weaknesses of 4 Ps. How has marketing changed from the four Ps approach to the more current value-based perspective?</p> <p>Provide examples for all concepts of marketing</p> <p>1. What types of companies engage in marketing?</p> <p>2. What is the difference between non-profit marketing and social marketing?</p> <p>3. What can individuals do for themselves that would</p>	<p>Definition of marketing</p> <p>4 Ps</p>

	Control	be considered marketing Short test online (moodle system)	
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Module Lesson 2 Teaching Record

Semester: 1 Trainer: Dr. Gainel Ussatayeva Module: Marketing: Introduction to Theory and Practice

Day: TBC Time: TBC Location: TBC

Date	Content covered	Task(s) for student	Notes
	<p>What is social marketing? Definition.</p> <p>Key features of Social marketing</p> <p>Main Concepts of Social Marketing and Model of Social Marketing (seminar)</p>	<p>Examples of social marketing efforts according to students' experience</p> <p>Discussion: similarities and differences between commercial and social marketing</p> <p>Write an essay: How and what social issues can benefit from social marketing</p>	<p>Key messages: behavior change, social goods</p> <p>Differences from commercial marketing and other related disciplines.</p> <p>Audience orientation, segmentation, behavior focus, evaluation, upstream & midstream target audiences, value</p>

	<p>Social Marketing and Health Communication: A Case Study at the Brazilian Federal Senate</p> <p>From: http://dx.doi.org/10.5772/intechopen.78126</p> <p>Authors: Paulo Ricardo dos Santos Meira, Ilana Trombka and Daniele Carvalho Calvano Mendes</p>	Oral presentation of the results	<p>exchange, recognition of competition, 4Ps, sustainability</p> <p>5 minutes per presentation</p>
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Module Lesson 3 Teaching Record

Semester: 1 Trainer: Dr. Gainel Ussatayeva Module: Marketing: Introduction to Theory and Practice

Day: TBC Time: TBC Location: TBC

Date	Content covered	Task(s) for student	Notes
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Module Lesson 4 Teaching Record

Semester: 1 Trainer: Dr. Gainel Ussatayeva Module: Marketing:
Introduction to Theory and Practice

Day: TBC Time: TBC Location: TBC

Date	Content covered	Task(s) for student	Notes
4 Day	Research approaches in Marketing (qualitative and quantitative) Learning how to express information about instruments of Marketing	Find best ways to conduct marketing research: approach, methods, and tools. Development of questionnaire for survey (1 group); Topic-guide for FGD (2 group); in-depth interview tools (3 group)	Key messages: focus-group, interview, Prepare group presentations

Module Lesson 5 Teaching Record

Semester: 1 Trainer: Dr. Gainel Ussatayeva Module: Marketing:
Introduction to Theory and Practice

Day: TBC Time: TBC Location: TBC

Date	Content covered	Task(s) for student	Notes
5 Day	<p>Information in Marketing</p> <p>Definition the role of Information in Marketing</p> <p>Introduction to Information management</p> <p>Learning the effective ways of information exchange for marketing (workshop)</p>	<p>Describe the components of a marketing information system and each component's purpose.</p> <p>Marketing information system and marketing intelligence</p> <p>Reading of the article and Discussion</p> <p>https://www.researchgate.net/publication/41653719_THE_EFFECTS_OF_INFORMATION_TECHNOLOGIES_IN_MARKETING</p>	<p>Key words: marketing information system, marketing intelligence</p> <p>Plan of marketing research</p> <p>Development of the plan on marketing research (revision of the plan from the previous classes)</p>

Module Lesson 6 Teaching Record

Semester: 1 Trainer: Dr. Gainel Ussatayeva Module: Marketing:
Introduction to Theory and Practice

Day: TBC Time: TBC Location: TBC

Date	Content covered	Task(s) for student	Notes
6 Day	<p>Organizational Behavior</p> <p>Introduction to organizational Behavior</p> <p>Illustration the features and objectives of organizational behavior</p> <p>Breakdown the challenges & opportunities of organizational behavior (workshop)</p>	<p>What is organizational behavior? Why organizational behavior in marketing?</p> <p>Discuss main objectives of organizational behavior. Features of organizational behavior in university settings, workplaces.</p> <p>People with special needs in organizations, institutions.(role playing)</p>	

Module Lesson 7 Teaching Record

Semester: 1 Trainer: Dr. Gainel Ussatayeva Module: Marketing:
Introduction to Theory and Practice

Day: TBC Time: TBC Location: TBC

Date	Content covered	Task(s) for student	Notes
7 Day	<p>Communications Strategy in Marketing</p> <p>Introduction the communications strategy in Marketing</p> <p>Definition of marketing Communication Channels and Tools</p> <p>Learning the opportunities in Communication Strategies</p>	<p>What is marketing communications strategy?</p> <p>Try to identify role of communications in marketing.</p> <p>Main steps of development of effective communications in marketing.</p> <p>What is a set of marketing communications ?</p> <p>What is marketing communication channel?</p> <p>Marketing communication tools that are essential to any organization's success.</p> <p>Advertising & Sales Promotions</p> <p>Social Media</p> <p>Direct Mail & Catalogs</p> <p>Email Campaigns & Newsletters</p> <p>Trade Shows, Webinars, & Seminars</p>	<p>Marketing communications strategy is the strategy used by a company or individual to reach their target market through various types of communication. It includes your message (what is to be said), the medium (where it is to be said), and the target (to whom your message is reaching).</p>

Module Lesson 8 Teaching Record

Semester: 1 Trainer: Dr. Gainel Ussatayeva Module: Marketing:
Introduction to Theory and Practice

Day: TBC Time: TBC Location: TBC

Date	Content covered	Task(s) for student	Notes
8 Day	<p>Digital Marketing</p> <p>Explanation the Digital technologies in Marketing</p> <p>Practicing the Digital Marketing and Internet</p> <p>Discussing the Social Networks in Marketing (workshop)</p>	<p>History of digital marketing</p> <p>Form groups of three students. Think of a product or service that one of you purchased recently on campus or off-campus. How might you go about developing a customer profile for the product? List the sources you would use.</p> <p>Think about some of your friends and what you have discovered by visiting their homes. Do they buy different things than you do? If so, why? How might a company distinguish you from them in terms of its targeting?</p> <p>Try to analyze your recent purchases. Did you use Social Networks, Advertising on Social Networks.</p>	<p>Key words: segmentation,</p>

Module Lesson 9 Teaching Record

Semester: 1 Trainer: Dr. Gainel Ussatayeva Module: Marketing:
Introduction to Theory and Practice

Day: TBC Time: TBC Location: TBC

Date	Content covered	Task(s) for student	Notes
9 Day	<p>Public Relations and Marketing</p> <p>What is Public Relations?</p> <p>Role and Impact of Public Relations (seminar)</p> <p>Training of the explained material</p>	<p>Define public relations</p> <p>PR versus Marketing</p> <p>Develop comparison chart between PR and Marketing</p> <ol style="list-style-type: none"> 1. Explain three different types of public relations tools that a company can use to generate interest in its products. 2. What types of sponsorships are becoming more popular and why? 3. How can an organization use all four social media zones? 4. What are the risks of posting information on social media? <p>Write a press release about special activities your college or university is doing to help develop inclusive education. .</p>	<p>40 minutes</p> <p>1 page (A4, 1 space , size of shift 14)</p>

Module Lesson 10 Teaching Record

Semester: 1 Trainer: Dr. Gainel Ussatayeva Module: Marketing:
Introduction to Theory and Practice

Day: TBC Time: TBC Location: TBC

Date	Content covered	Task(s) for student	Notes
10 Day	<p>Advertising in Marketing</p> <p>Description the advertising and comparison types of media</p> <p>Setting the advertising objectives</p> <p>E</p> <p>Evaluation the advertising effectiveness (workshop)</p>	<p>1. Understand the difference between media and vehicles. 2. Explain the similarities and differences between advertising and direct marketing. 3. Understand the benefits of direct marketing and what types of direct marketing organizations often utilize.</p> <p>1. Who is targeted?</p> <p>2. How many?</p> <p>3. What product or service?</p> <p>4. What shall the (change in) perception of the product be?</p> <p>5. To what extent?</p> <p>6. In what time frame?</p> <p>(i) The reach and reception of the communication, and</p> <p>(ii) The results of the communication.</p>	

Module Lesson 11 Teaching Record

Semester: 1 Trainer: Dr. Gainel Ussatayeva Module: Marketing:
Introduction to Theory and Practice

Day: TBC Time: TBC Location: TBC

Date	Content covered	Task(s) for student	Notes
11 Day	<p>Project Management in Marketing</p> <p>Introduction to Project Management</p> <p>Breakdown the types of Projects</p> <p>Training of the explained material</p>	<p>What is project? Project cycle? How do you understand project approach in marketing?</p> <p>What is project management? How to connect project management and marketing?</p> <p>1. Provide examples of easy and complicated project.</p> <p>2. What is a social project? Examples.</p> <p>Project management in development of marketing plan.</p> <p>Ideas for social marketing (brainstorming)</p>	<p>Definitions of: project, project management</p>

Module Lesson 12 Teaching Record

Semester: 1 Trainer: Dr. Gainel Ussatayeva Module: Marketing:
Introduction to Theory and Practice

Day: TBC Time: TBC Location: TBC

Date	Content covered	Task(s) for student	Notes
12 Day	<p>Marketing for NGOs and NPOs</p> <p>Learning the Principles, Concepts and Methods of marketing for Non-Profit sector</p> <p>Designing the Strategic Marketing Planning in a Non-Profit Organization</p> <p>Creating the Unique Marketing Mix (workshop)</p>	<p>Application of marketing principles for non-profit and non-governmental organizations.</p> <p>The challenges and relevance of marketing in the NPO sector.</p> <p>The essential marketing principles for NPOs</p> <p>Develop marketing strategy for non-profit organization that work with vulnerable groups of population (e.g. children with special needs).</p> <p>What is a Marketing Mix?</p> <p>10 steps for marketing mix.</p>	

Module Lesson 13 Teaching Record

Semester: 1 Trainer: Dr. Gainel Ussatayeva Module: Marketing:
Introduction to Theory and Practice

Day: TBC Time: TBC Location: TBC

Date	Content covered	Task(s) for student	Notes
13 Day	<p>How to conduct National Awareness Day?</p> <p>What is NAD, purpose and strategies.</p> <p>Developing the strategies for NAD</p> <p>Work with stakeholders (workshop)</p>	<p>What is National Awareness Day?</p> <p>Purpose, objectives, marketing strategies, interaction with authorities, population, target groups</p> <p>Marketing channels, tools, marketing mix methods, values.</p> <p>Develop strategy for NAD in your country.</p> <p>Develop plan of interaction with stakeholders.</p>	<p>Keywords: NAD, marketing strategy, social marketing, stakeholder</p>

Module Lesson 14 Teaching Record

Semester: 1 Trainer: Dr. Gainel Ussatayeva Module: Marketing:
Introduction to Theory and Practice

Day: TBC Time: TBC Location: TBC

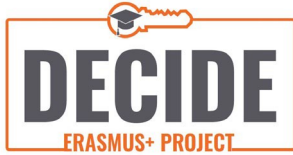
Date	Content covered	Task(s) for student	Notes
14 Day	<p>How evaluate conducted National Awareness Day?</p> <p>What is evaluation of social event or campaign?</p> <p>Research the methods of evaluation</p> <p>Evaluation of NAD (workshop)</p>	<p>Why we need to evaluate passed events. e.g. National Awareness Day?</p> <p>Steps to evaluate social event or campaign:</p> <p>What worked and what didn't work</p> <p>Whether you met the expectations of your guests</p> <p>How well your marketing efforts worked</p> <p>If your budget and timeline were realistic</p> <p>What you should take extra care with next time</p> <p>Conduct evaluation of passed NAD. Achievements and fails.</p> <p>What and how should be improved.</p>	

Module Lesson 15 Teaching Record

Semester: 1 Trainer: Dr. Gainel Ussatayeva Module: Marketing:
Introduction to Theory and Practice

Day: TBC Time: TBC Location: TBC

Date	Content covered	Task(s) for student	Notes
15 Day	<p>Success Stories of Social Marketing</p> <p>Study the Success Stories of Social Marketing</p> <p>Discussion</p> <p>Critical Appraisal (workshop)</p>	<p>International Days of awareness about disabilities</p> <p>International Day of Persons with disabilities (UN)</p> <p>Find a Case from different resources how people worldwide conducted that Day</p> <p>Watch Edeka's holiday "Homecoming" on YouTube</p> <p>How successful was conducting of the event used social marketing strategy?</p>	



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DECIDE MODULE 2: MARKETING: INTRODUCTION TO THEORY AND PRACTICE

MODULE TEACHING RECORD FOR UZBEKISTAN

Note:

This document is designed for the use of trainers to assist in documenting their module teaching activities of each module. It provides orientation for teaching records, and should be used by trainers in conjunction with the Module 2 Weekly Aims Checklist document.

Module Lesson 1 Teaching Record

Semester: 1 Trainer: Ph.D. Sherzod Gulomov

Module: Marketing: Introduction to Theory and Practice

Day:TBA Time:TBA Location:TBA

Date	Content covered	Task(s) for student	Notes
1 Day	<p>Introduction to Marketing: Theory and Practice</p> <p>Explanation the Fundamentals of Marketing</p> <p>Discussing the Concepts of Marketing</p> <p>Training of the explained material</p> <p>Control</p>	<p><i>Control</i></p> <p>All students will be asked about their answers on the written test and for this there will be at least 20 minutes.</p> <p><i>Group work</i></p> <p>Let participants discuss the Concepts of Marketing.</p> <p>Please try to formulate your own definition of marketing</p> <p>Market and Objects of marketing. Strengths and weaknesses of 4 Ps. How has marketing changed from the four Ps approach to the more current value-based perspective?</p> <p>Provide examples for all concepts of marketing</p> <p>1.What types of companies engage in marketing?</p>	<p>Definition of marketing</p>

		<p>2. What is the difference between nonprofit marketing and social marketing?</p> <p>3. What can individuals do for themselves that would be considered marketing</p> <p>Short test online (moodle system)</p>	
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Module Lesson 2 Teaching Record

Semester: 1 Trainer: Ph.D. Sherzod Gulomov

Module: Marketing: Introduction to Theory and Practice

Day:TBA Time:TBA Location:TBA

Date	Content covered	Task(s) for student	Notes
	<p>What is social marketing? Definition.</p> <p>Key features of Social marketing</p> <p>Main Concepts of Social Marketing and Model of Social Marketing (seminar)</p>	<p>Examples of social marketing efforts according to students' experience</p> <p>Discussion: similarities and differences between commercial and social marketing</p> <p>Write an essay: How and what social issues can benefit from social marketing</p>	<p>Key messages: behavior change, social goods</p> <p>Differences from commercial marketing and other related disciplines.</p> <p>Audience orientation, segmentation, behavior focus, evaluation, upstream & midstream target audiences, value exchange, recognition of competition, 4Ps, sustainability</p>

	<p>Social Marketing and Health Communication: A Case Study at the Brazilian Federal Senate</p> <p>From: http://dx.doi.org/10.5772/intechopen.78126</p> <p>Authors: Paulo Ricardo dos Santos Meira, Ilana Trombka and Daniele Carvalho Calvano Mendes</p>	Oral presentation of the results	5 minutes per presentation
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Module Lesson 3 Teaching Record

Semester: 1 Trainer: Ph.D. Sherzod Gulomov

Module: Marketing: Introduction to Theory and Practice

Day:TBA Time:TBA Location:TBA

Date	Content covered	Task(s) for student	Notes
3 Day	Research Methods in Marketing Developing the research plan (workshop) Training of the explained material	Why research in marketing? Types of market research. Develop research plan on inclusive education/inclusive culture, organization of NAD, campaign and etc. Develop a matrix of research methods in marketing: Purposes, advantages and disadvantages.	Discussions in small groups Work in small groups in topics. Individual work

Module Lesson 4 Teaching Record

Semester: 1 Trainer: Ph.D. Sherzod Gulomov

Module: Marketing: Introduction to Theory and Practice

Day:TBA Time:TBA Location:TBA

Date	Content covered	Task(s) for student	Notes
4 Day	Research approaches in Marketing (qualitative and quantitative) Learning how to express information about instruments of Marketing	Find best ways to conduct marketing research: approach, methods, and tools. Development of questionnaire for survey (1 group); Topic-guide for FGD (2 group); in-depth interview tools (3 group)	Key messages: focus-group, interview, Prepare group presentations

Module Lesson 5 Teaching Record

Semester: 1 Trainer: Ph.D. Sherzod Gulomov

Module: Marketing: Introduction to Theory and Practice

Day:TBA Time:TBA Location:TBA

Date	Content covered	Task(s) for student	Notes
5 Day	<p>Information in Marketing</p> <p>Definition the role of Information in Marketing</p> <p>Introduction to Information management</p> <p>Learning the effective ways of information exchange for marketing (workshop)</p>	<p>Describe the components of a marketing information system and each component's purpose.</p> <p>Marketing information system and marketing intelligence</p> <p>Reading of the article and Discussion</p>	<p>Key words: marketing information system, marketing intelligence</p> <p>Plan of marketing research</p> <p>Development of the plan on marketing research (revision of the plan from the previous classes)</p>

Module Lesson 6 Teaching Record

Semester: 1 Trainer: Ph.D. Sherzod Gulomov

Module: Marketing: Introduction to Theory and Practice

Day:TBA Time:TBA Location:TBA

Date	Content covered	Task(s) for student	Notes
6 Day	<p>Organizational Behavior</p> <p>Introduction to organizational Behavior</p> <p>Illustration the features and objectives of organizational behavior</p> <p>Breakdown the challenges & opportunities of organizational behavior (workshop)</p>	<p>What is organizational behavior? Why organizational behavior in marketing?</p> <p>Discuss main objectives of organizational behavior. Features of organizational behavior in university settings, workplaces.</p> <p>People with special needs in organizations, institutions.(role playing)</p>	

Module Lesson 8 Teaching Record

Semester: 1 Trainer: Ph.D. Sherzod Gulomov

Module: Marketing: Introduction to Theory and Practice

Day:TBA Time:TBA Location:TBA

Date	Content covered	Task(s) for student	Notes
8 Day	<p>Digital Marketing</p> <p>Explanation the Digital technologies in Marketing</p> <p>Practicing the Digital Marketing and Internet</p> <p>Discussing the Social Networks in Marketing (workshop)</p>	<p>History of digital marketing</p> <p>Form groups of three students. Think of a product or service that one of you purchased recently on campus or off-campus. How might you go about developing a customer profile for the product? List the sources you would use.</p> <p>Think about some of your friends and what you have discovered by visiting their homes. Do they buy different things than you do? If so, why? How might a company distinguish you from them in terms of its targeting?</p> <p>Try to analyze your recent purchases. Did you use Social Networks, Advertising on Social Networks.</p>	<p>Key words: segmentation,</p>

Module Lesson 9 Teaching Record

Semester: 1 Trainer: Ph.D. Sherzod Gulomov

Module: Marketing: Introduction to Theory and Practice

Day:TBA Time:TBA Location:TBA

Date	Content covered	Task(s) for student	Notes
9 Day	<p>Public Relations and Marketing</p> <p>What is Public Relations?</p> <p>Role and Impact of Public Relations (seminar)</p> <p>Training of the explained material</p>	<p>Define public relations</p> <p>PR versus Marketing</p> <p>Develop comparison chart between PR and Marketing</p> <ol style="list-style-type: none">1. Explain three different types of public relations tools that a company can use to generate interest in its products.2. What types of sponsorships are becoming more popular and why?3. How can an organization use all four social media zones?4. What are the risks of posting information on social media? <p>Write a press release about special activities your college or university is doing to help develop inclusive education. .</p>	<p>40 minutes</p> <p>1 page (A4, 1 space , size of shift 14)</p>

Module Lesson 10 Teaching Record

Semester: 1 Trainer: Trainer: Ph.D. Sherzod Gulomov

Module: Marketing: Introduction to Theory and Practice

Day: TBA Time: TBA Location: TBA

Date	Content covered	Task(s) for student	Notes
10 Day	<p>Advertising in Marketing</p> <p>Description the advertising and comparison types of media</p> <p>Setting the advertising objectives</p> <p>Evaluation the advertising effectiveness (workshop)</p>	<p>1. Understand the difference between media and vehicles. 2. Explain the similarities and differences between advertising and direct marketing. 3. Understand the benefits of direct marketing and what types of direct marketing organizations often utilize.</p> <p>1. Who is targeted?</p> <p>2. How many?</p> <p>3. What product or service?</p> <p>4. What shall the (change in) perception of the product be?</p> <p>5. To what extent?</p> <p>6. In what time frame?</p> <p>(i) The reach and reception of the communication, and</p> <p>(ii) The results of the communication.</p>	

Module Lesson 11 Teaching Record

Semester: 1 Trainer: Ph.D. Sherzod Gulomov

Module: Marketing: Introduction to Theory and Practice

Day: TBA Time: TBA Location: TBA

Date	Content covered	Task(s) for student	Notes
11 Day	<p>Project Management in Marketing</p> <p>Introduction to Project Management</p> <p>Breakdown the types of Projects</p> <p>Training of the explained material</p>	<p>What is project? Project cycle? How do you understand project approach in marketing?</p> <p>What is project management? How to connect project management and marketing?</p> <p>1. Provide examples of easy and complicated project.</p> <p>2. What is a social project? Examples.</p> <p>Project management in development of marketing plan.</p> <p>Ideas for social marketing (brainstorming)</p>	Definitions of: project, project management

Module Lesson 12 Teaching Record

Semester: 1 Trainer: Ph.D. Sherzod Gulomov

Module: Marketing: Introduction to Theory and Practice

Day: TBA Time: TBA Location: TBA

Date	Content covered	Task(s) for student	Notes
12 Day	<p>Marketing for NGOs and NPOs</p> <p>Learning the Principles, Concepts and Methods of marketing for Non-Profit sector</p> <p>Designing the Strategic Marketing Planning in a Non-Profit Organization</p> <p>Creating the Unique Marketing Mix (workshop)</p>	<p>Application of marketing principles for non-profit and non-governmental organizations.</p> <p>The challenges and relevance of marketing in the NPO sector.</p> <p>The essential marketing principles for NPOs</p> <p>Develop marketing strategy for non-profit organization that work with vulnerable groups of population (e.g. children with special needs).</p> <p>What is a Marketing Mix?</p> <p>10 steps for marketing mix.</p>	

Module Lesson 13 Teaching Record

Semester: 1 Trainer: Ph.D. Sherzod Gulomov

Module: Marketing: Introduction to Theory and Practice

Day: TBA Time: TBA Location: TBA

Date	Content covered	Task(s) for student	Notes
13 Day	<p>How to conduct National Awareness Day?</p> <p>What is NAD, purpose and strategies.</p> <p>Developing the strategies for NAD</p> <p>Work with stakeholders (workshop)</p>	<p>What is National Awareness Day?</p> <p>Purpose, objectives, marketing strategies, interaction with authorities, population, target groups</p> <p>Marketing channels, tools, marketing mix methods, values.</p> <p>Develop strategy for NAD in your country.</p> <p>Develop plan of interaction with stakeholders.</p>	<p>Keywords: NAD, marketing strategy, social marketing, stakeholder</p>

Module Lesson 14 Teaching Record

Semester: 1 Trainer: Ph.D. Sherzod Gulomov

Module: Marketing: Introduction to Theory and Practice

Day: TBA Time: TBA Location: TBA

Date	Content covered	Task(s) for student	Notes
14 Day	<p>How evaluate conducted National Awareness Day?</p> <p>What is evaluation of social event or campaign?</p> <p>Research the methods of evaluation</p> <p>Evaluation of NAD (workshop)</p>	<p>Why we need to evaluate passed events. e.g. National Awareness Day?</p> <p>Steps to evaluate social event or campaign:</p> <p>What worked and what didn't work</p> <p>Whether you met the expectations of your guests</p> <p>How well your marketing efforts worked</p> <p>If your budget and timeline were realistic</p> <p>What you should take extra care with next time</p> <p>Conduct evaluation of passed NAD. Achievements and fails.</p> <p>What and how should be improved.</p>	

Module Lesson 15 Teaching Record

Semester: 1 Trainer: Ph.D. Sherzod Gulomov

Module: Marketing: Introduction to Theory and Practice

Day: TBA Time: TBA Location: TBA

Date	Content covered	Task(s) for student	Notes
15 Day	<p>Success Stories of Social Marketing</p> <p>Study the Success Stories of Social Marketing</p> <p>Discussion</p> <p>Critical Appraisal (workshop)</p>	<p>International Days of awareness about disabilities</p> <p>International Day of Persons with disabilities (UN)</p> <p>Find a Case from different resources how people worldwide conducted that Day</p> <p>Watch Edeka's holiday "Homecoming" on YouTube</p> <p>How successful was conducting of the event used social marketing strategy?</p>	