

PROFESSIONAL TRAINING

"Marketing Strategies in Education"

**SINGAPORE
EDUCATION
NETWORK**



SAMPLE ITINERARY – 1 DAY – MARKETING STRATGIES IN EDUCATION

Topic	Description
Understanding the Education Market	Explore trends, competition, target audiences (parents, students, donors, community).
Branding in Education	What makes a school/institution brand strong? Visual identity, values, messaging consistency.
Effective Marketing Channels	Deep dive: social media, school events, websites, newsletters, community outreach.
Crafting a Marketing Strategy	Interactive workshop: Set goals, define audience, choose channels, create key messages.
Budgeting and Measuring Success	Learn how to allocate budgets, track ROI, and use simple metrics for education marketing.
Case Studies & Best Practices	Analyze real-world examples of successful educational marketing campaigns.



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