

<h2 style="margin: 0;">MARKETING</h2> <p style="margin: 0;"><i>Goal: To enhance non-Health Administration trainees' understanding of and ability to participate in the development of marketing plans and initiatives for organizations that meet the needs of children and youth with neurodevelopmental disabilities and their families.</i></p>	<b>DATE COMPLETED</b>
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COMPETENCY OBJECTIVES	✓	SUGGESTED LEARNING ACTIVITIES	COMMENTS
<b>Objective A: All non-HA trainees will be acquainted with the basics of Marketing, including the Marketing Mix (e.g., the 4 P's), and the concepts of Positioning, Segmentation, Target Market and Social Marketing.</b>			
1. Competency: Knowledge of the basic concepts and definition of the Marketing Mix (e.g., the 4 P's: product, price, place and promotion), Positioning, Segmentation, Target Market and Social Marketing.		The HA discipline advisor or HA trainee should instruct the non-HA trainees using the marketing related case studies and other learning materials.	For more information on the basics of marketing see: <a href="http://www.allianceonline.org/FAQ/marketing/">http://www.allianceonline.org/FAQ/marketing/</a> .  Students could be directed to a number of basic business or health care marketing materials.
2. Competency: Knowledge of why marketing is relevant and necessary in non-profit and health care organizations.		The non-HA trainees should be instructed and directed by the HA discipline advisor and/or HA trainee to examples of materials reflecting marketing in non-profit or health care settings.  This should stimulate the trainees to reflect on marketing efforts in their own organization and to recognize the implications of passive vs. active marketing in their programs for children and youth with neurodevelopmental disabilities.	Students could be directed to a number of health care organizations websites.  For more information on the basics of marketing see <a href="http://www.marketingpower.com">http://www.marketingpower.com</a> , and note the link on the left for "Learn". Under "articles and Reports" trainees can click through to Health Care.

**Objective B: Non-HA trainees will be able to assess a LEND-related marketing effort (e.g., marketing plan, marketing promotion (e.g., advertisement, brochure, poster), marketing audit, etc.).**

<p>1. Competency: Ability to work with a clinic or program director to identify a marketing effort and understand its purpose.</p>		<p>The trainees should work with a clinic or program director to identify a specific marketing activity on which the student should focus. The trainee should be clear on the intent of the marketing effort and the target for this effort.</p>	<p>Learning to identify marketing efforts and to elicit marketing information from non-marketing users is a key skill.</p>
<p>2. Competency: Ability to assess a marketing effort for ability to meet its goals, consistency of message, appropriate coding and decoding, and suitable reach and frequency (if applicable).</p>		<p>Having understood the intent of the effort (Objective B1), the trainee should assess how well the effort meets this objective.</p> <p>The trainee should assess the effort's consistency of message, appropriate coding and decoding, and suitable reach and frequency (if applicable).</p>	<p>Marketing efforts may be well executed but not suited to the original task. The trainee may become more aware that messages may be decoded very differently by different cultural subgroups (e.g., a message with a great deal of text may be ideal for the highly educated adult and less appropriate for teen moms).</p>

**Objective C: Non-HA trainees will be able to participate in a marketing-related discussion at a LEND-related clinic, program or support organization (e.g., a marketing plan, an outreach effort, a pricing policy etc.). While Objective B directed the trainee to evaluate an existing marketing effort this Objective involves the student in the creation of a new marketing effort.**

<p>1. Competency: Ability to work with a team on a marketing-related effort.</p>	<p>The trainee should be clear on the intent of the marketing effort and the target for this effort. Working closely with the HA coordinator or HA trainee, the non-HA trainee should generate a plan clearly outlining his/her responsibilities and goals for this team participation. The HA coordinator or HA trainee should assess the work at the end for meeting the stated goals of non-HA trainee as well as his/her contribution to the organization.</p>	
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