

Marketing Training Programs



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Reviews

Absolutely among the best publication I have got at any time go through. It really is written in straightforward phrases rather than hard to understand. Its been designed in an extremely straightforward way which is just soon after i finished reading this publication through which basically modified me, alter the way i believe.

(Mrs. Velda Tremblay)

MARKETING TRAINING PROGRAMS



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American Society for Training Development, United States, 2006. Paperback. Book Condition: New. 279 x 208 mm. Language: English Brand New Book. This issue adapts the analysis, design, development, implementation, and evaluation (ADDIE) template to marketing. It explains the six steps trainers need to successfully market their programs: conduct a needs and situation analysis, prepare a marketing strategy plan, design promotional material, produce the material, distribute material, and evaluate the effectiveness of the marketing.



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