



Marketing Training Programs (Paperback)

By Teresa Davenport

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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