

Marketing and Management System for Schools

December 02 – 03, 2024

PIM, Islamabad

Rs. 31,000/=

Course Description

This course is designed for planning, management and promotion of schools. Marketing and management will help raise your school's profile and reach prospective families. The 21st century skills and social media insights will enable the participants to run a school successfully and ensure effective planning and decision-making.

COURSE CONTENTS:

- Identifying your school's Unique Selling Point
- Positioning your school
- Promoting your school without spending a lot of money
- Writing press releases
- Working with the media
- Social media handling
- Producing a Marketing Plan for your school
- SOPs for opening a new school
- Feasibility Study
- School Monitoring Dashboards
- Learning Management System
- Result Improvement Strategy
- Case Studies

TARGET AUDIENCE:

This marketing and Management course for Schools is suitable for anyone responsible for the school's marketing and management. Principals, head teachers, teachers, administrators, or business / marketing managers working for academia can attend

FOR DETAILS AND REGISTRATION

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