

Template -- Learning Program Marketing Plan

Situation Analysis

Describe the Program / Product / Project

Introduction

Background History

SWOT Analysis (internal and external factors in delivering new product)

- Strengths
- Weaknesses
- Opportunities
- Threats

Target Market

Definition of Market Segments

- Primary Target Market
- Secondary Target Market

Learning Objectives of Program, Product, or Project

- Behavior
- Knowledge
- Specific and Measurable

Marketing Strategy

Main Product

Sub Product Offerings

Price

Place

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Promotion

- Key Messages
- Message Approach (tone and position)
- Promotional Tactics/Plans
- Role of Partners/Channels
- Overall Marketing Objective

Evaluation

Evaluation of learners' mastery of content

Evaluation of learners' program feedback

Tracking number of users

Application of evaluation results

(how collected data will be used - will it impact how future course / program development is created)

Marketing Implementation Plan (Action Items)

Task	Person Responsible	Completion Date	Costs