Find eBook

MARKETING TRAINING PROGRAMS (PAPERBACK)



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.

Download PDF Marketing Training Programs (Paperback)

- Authored by Teresa Davenport
- Released at 2006



Filesize: 6.92 MB

Reviews

This is actually the finest ebook we have go through until now. It is writter in straightforward words and phrases instead of difficult to understand. Its been designed in an remarkably straightforward way and is particularly just following i finished reading through this book by which basically changed me, change the way in my opinion.

-- Gillian Wisoky

This pdf is wonderful. We have go through and so i am certain that i am going to going to study yet again once more in the future. Its been developed in an exceedingly straightforward way which is merely after i finished reading through this pdf where really transformed me, modify the way i think.

-- Ollie Balistreri

Related Books

Twitter Marketing Workbook: How to Market Your Business on Twitter

- (Paperback)
- Skills for Preschool Teachers, Enhanced Pearson eText Access Card Jape the Grape Ape from Outer Space Episode Three: Who Stole the Stars?
- (Paperback)
 Who Am I in the Lives of Children? an Introduction to Early Childhood Education
- with Enhanced Pearson Etext -- Access Card Package (Paperback)
- Davenport s Maryland Wills and Estate Planning Legal Forms (Paperback)