

## Read Book

# MARKETING TRAINING PROGRAMS



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.

### Read PDF Marketing Training Programs

- Authored by Teresa Davenport
- Released at 2006



Filesize: 1.94 MB

## Reviews

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*Extensive manual! Its this kind of very good read through. I actually have read and that i am confident that i am going to planning to study once again once more in the future. I am easily could possibly get a delight of looking at a composed publication.*

-- **Ryder Purdy**

*Absolutely essential study publication. It usually fails to expense an excessive amount of. Your lifestyle period will probably be transform when you full looking at this publication.*

-- **Ms. Allene Conroy**

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