

## Get 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.

## Download PDF Marketing Training Programs

- Authored by Teresa Davenport
- Released at 2006



Filesize: 5.29 MB

## Reviews

*Absolutely among the best book I have possibly go through. I have go through and that i am certain that i am going to gonna read through once again again in the future. I am just delighted to tell you that this is basically the finest book i have got go through within my personal existence and could be he finest book for ever.*

-- **Brian Bauch**

*Extensive guide for publication fans. It can be rally exciting throgh studying time. It is extremely difficult to leave it before concluding, once you begin to read the book.*

-- **Maurine Rohan**

*It in a single of my personal favorite book. I really could comprehended almost everything using this composed e book. Your daily life period will be enhance the instant you complete reading this article pdf.*

-- **Haskell Osinski**