



DIGITAL MARKETING FOR SCHOOL LEADERS



**A 4-week interactive course to guide and
develop a marketing strategy for
schools.**

thelearnerspace.org/dmschools



Digital Marketing for School Leaders

A hands-on course to help school leaders design and execute a digital marketing strategy for schools.

- 4-week online program for leaders and educators.
- Asynchronous prompts and interactions for each module, comprising learning materials and online discussions and exchanges.
- 90' weekly Zoom meetings.
- Case studies, examples, analysis of great marketing campaigns.
- Analysis of segments and social media trends and content creation.
- Personalized feedback for all participants on their media and social network materials.

THE COURSE

1 THE FOUNDATIONS

Why market a school? Marketing fundamentals. A value-driven strategy for education. The environment and our families - the customers.

Examples of great marketing strategies. A value proposition for our schools.

2 THE STRATEGY

Brand identity. Competitive advantage.

Market segmentation, targeting, differentiation and position.

The do's and don'ts of educational marketing.

Case Study: Key messages and brand strategy for a school.

3 THE MIX

Segments and media. Differentiating messages and audience. Analysis of various social media outlets. Prices and marketing investments.

Case Study: Design of a marketing strategy for a school.

4 THE CAMPAIGN

An internal strategy for leaders to involve boards and stakeholders. Community managers. Customer engagement, reports and media stats.

Analysis of great marketing campaigns.



Course facilitator – Natalia Tieso.

Development Manager for Latin America at the IBO. University Lecturer in Marketing (UADE), Director of the Certificate in Learning Ecosystems Management (Universidad Siglo 21) and Educational Consultant specializing in leadership and development issues.

Fees & Registration

- 4-week online interactive course. Exclusive hub with all learning materials and activities, lifetime access.
- Time commitment: 4 hours a week for 4 weeks, comprising both online work and a 90-minute weekly videoconference.
- The course includes practical examples, case studies, and extensive network opportunities with international educators.
- Certificates of completion will be issued.
- Fees: USD 170 / ARS 25000.

More info and registration at
thelearnerspace.org/dmschools

STARTS OCTOBER 20



The Learnerspace is an online hub for educational change, a networked effort to make change happen in education. Through events, workshops, platforms, initiatives and specific interventions, we are trying to change the world through education.