**Speak the same language**

**Goals:**

Participants should:

* understand the difference between Marketing and PR.
* understand notions that we use in mT.

0

**Learning process:**

WHY

* [Create an experience] Showing the video: link
* [Reflet] Ask participants why the situation in the video happens and introduce the goals of session/why we are having the session

WHAT/HOW

* [Inform] Start explaining what is Identity, Products & Services, Brand, Reputation & Perception
* [Practice] Ask”what do you think this is” for each important definition.

WHAT IF

* [Perform] What if they were in a real life example and need to describe the concepts applied to their real life example. Exercice: You have your own company, Identity, Products & Services, Brand, Reputation & Perception

Schedule: <https://docs.google.com/spreadsheets/d/1TX0wgaPKdmkFEy9yWUH-13EzwxMJAE6039eRpXsKevo/edit?usp=sharing>

**Exercices:**

[Video exercice]

Theory:

Objectives:

* Understand why is important to have a common understanding of specific concepts

Real life example:

* Video: <https://www.youtube.com/watch?v=JAFQFvSPhQ8>

Identify the process model:

* Video then asking

Learning style:

* Why,What, How

Technicalities

* Beamer, Speakers, Computer and internet are important

Adaptations:

* If beamer and speakers fail we can use just the computer

Materials:

* N/A

Writing:

* N/A

Briefing:

* Tell that we are going to show a video
* [Video]
* Asking what they think it happened in the video; why it happened

[Final exercise]

Theory: Flipcharts and the notes they made during the session

Objectives:

* Apply to a real life example the theory.

Real life example:

* Given in the theory

Identify the process model:

* They do the exercise, present it and we feedback it

Learning style:

* What if

Technicalities

* Timer

Adaptations:

* If there is too many people we can make the groups smaller or bigger

Materials:

* Empty flipcharts, markers

Writing:

* Steps of the exercise in a flipchart.
  + 1 step: “Create your own company”
  + 2 step: “Define Identity, Products & Services, Reputation & Perception, Brand, Graphic Design”
  + 3 step: “Presentation”

Briefing:

* Tell the steps of the flipchart
* [Video]

Debrifing

* Analyse and feedback what happen after the tutorial

**Content:**

Identity:

“defines the core of an organization and consists of its vision, mission and values”

The vision outlines what the organisation wants to be, it is an ideal state we might never reach, but which we strive for. In the case of BEST it is “Empowered diversity”.

The mission defines the fundamental purpose of an organisation, succinctly describing

why it exists and what it does to achieve its vision. Our mission is “Developing students”.

The values are beliefs that are shared among the stakeholders of an organisation, such as fun, friendship, learning, flexibility and improvement all of these are known in BEST as BEST Spirit.

Google example:

* Vision: Google deliver relevant results across all data sources - the internet, users local computer and the corporate network
* Mission: Google organise the world’s information and make it universally accessible and useful.
* Values: Make it user friendly. Cloud services. Fast loading services.

Products & services:

* “Mix of tangible and intangible forms”

Perception&Reputation:

The way the organisation is seen by external world;

Perception is referred to an individual

Reputation is a collective impression.

Brand:

“the entire experience and feelings one gets while in contact with an organization’s products/services”

Marketing

“the steps of the process employed in order to promote and sell an organization’s products and services.”

Marketing process:

Planning (create action. plan set goals, define things) -> Execution -> Interaction -> Evaluation

Public relations:

“The process of managing the perception (feelings) the public has about an organisation”

Research -> Strategy -> Tactics -> Evaluation

Research: Research on the current image of an organisation and its products/services

Strategy: Formulate a strategy to manage the issues defined in the research phase

Tactics: Tactics that can be employed to reach the goals set in the strategy

Evaluation: Evaluation of the strategy

Graphic Design

“graphic design is the art of communication, stylizing, and problem-solving through the use of type, space, and image. “