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Centro Territoriale Permanente Distretto Scolastico 38





Understanding the Value of Adult Learning



Cyprus 10 - 13 December 2008

>PRODUCT


>PRICE

>PROMOTION

>PLACE

>PEOPLE

>POLITICS





What are our marketing objectives?

We are selling our organization's mission, our ideas, our programs, and our services.

Our programs won't sell themselves based on their inherent worth.

In a world where everyone is inundated with information, a **strong image** is the key to community awareness.

Developing and maintaining **a visible and credible identity** will increase local support for our organization.



Price: definition

- ✓ The price is the amount a customer pays for a product/service.
- ✓ It is determined by a number of factors including:
 - ✚ market share
 - ✚ competition
 - ✚ material costs
 - ✚ product identity
 - ✚ what position the product will have in the market
 - ✚ the customer's perceived value of the product.
- ✓ It includes the effort the consumer must make to buy the product/service



Help the buyer develop a better understanding of needs.

How the customer perceives the value of the product determines the maximum price customers will pay.

Price has nothing to do with costs.

Price is what consumers pay, and they do not care about the costs.





Value versus Price



The Value of a product/service means the relationship between the consumer's expectations of product/service quality to the actual amount paid for it.



Value is how much a product/service is worth to the consumer.



Each consumer will consider a product/service to be worth a different value depending on how much they desire it, the necessity of the product/service, and the amount of money the customer has to spend.



Value-based pricing

Value-based pricing is dependent upon an understanding of how customers measure value, through careful evaluation of

- customer operations
or
- feedback to a survey.



Seven key questions to evaluate target customers...



- Who are our customers?
- Will they buy our product or service?
- What will they pay?
- Who are our competitors and what do they offer?
- What is our point of difference?
- What is the size of the market and what share can we expect?
- What are the barriers for our customers?



... And to define prices

To define prices of a product/service we need to take into account:

- ✓ regions, countries, city/town size in which we operate
- ✓ people's lifestyles and behaviours
- ✓ age, income, education, status, type of occupation, region of country, or household size



The situation in Italy

In response to demand in the adult education sector, the Ministry of Public Education has instituted its own Permanent Local Centres, employing compulsory education teachers (primary and lower secondary schools).

They are :

- one/three primary school teachers;
- five lower secondary school teachers :



- 2 teachers of Italian, History, Civics, Geography
- 1 teacher of Maths, Chemistry, Biology
- 1 teacher of foreign Languages
- 1 teacher of Technical Education

On the local level, these are assisted by experts and organizations with specific competencies



The Teachers' Committee decides on the syllabus and sets the calendar (number of days of attendance per week, number of hours per day and per week and distribution throughout the year).

One- year courses	Low Secondary School Certificate (900 hours)	Foreigners' Linguistic Integration (max 1500 hours)	Re-entry into the educational System (1200 ore)	Orientation Interview (60 ore)
English (A1)	180 hours	180 hours	120 hours	6 hours
English (A2)		180 hours	120 hours	6 hours
Italian (first level)	120 hours	210 hours		6 hours
Italian (second level)	120 hours	210 hours	120 hours	6 hours
Maths, Economics and Accounting	120 hours	120 hours	120 hours	6 hours
Science, Chemistry and Biology		120 hours	120 hours	6 hours
History, Civics, Geography and Law	120 hours	120 hours	120 hours	6 hours
Pedagogy, Psychology, Sociology, Philosophy		120 hours	120 hours	6 hours
Technology e Drawing	120 hours	120 hours	120 hours	6 hours
Computing (first level)	120 hours	120 hours	240 hours	6 hours

MODULAR COURSES for Functional Literacy Skills

- Computer Graphics
- Foreign Languages
German - Spanish - French - Arabic
- Health prevention
- Marketing
- Parents' training
- Elderly Assistance
- Ceramics
- Handicraft

A short course can last from 20 to 60 hours.
An year's one from 120 to 180 hours



About costs

Action in support of adult education is funded out of the budget of the Ministry of Public Education.

When the Permanent Local Centres make use of some experts' help they decide to fix a price for the courses that changes according to the variables said above



How much are the courses?

Courses	North Italy	Middle Italy	South Italy
Foreigners' Linguistic Integration	Free (10 € membership card + 25€ for educational materials)	Free (5 € membership card)	Free
Low Secondary School certificate	Free (10 € membership card + 25€ for educational materials)	Free (5 € membership card)	Free
Re-entry into the educational System	From 60€ to 120€	Free (10 € membership card)	Free
Modular Courses	From 90€ to 380€ (ECDL)	From 60€ to 100€	Free or 25€ for educational materials

