

Center for professional education
E-Learning Solutions in Economic Development

Certificate Program
TERRITORIAL MARKETING
Individual Learning Plan



Economic development is not just about numbers, rate of economic growth and jobs.
Economic development is all about translating economic growth into a quality of life.

Prepare yourself for exciting journey with our e-learning programs.

To become a good economic developer, you will need to learn how to think and dream
BIG!

Welcome to your individual progress tracking space!

Your individual learning plan is gradually developing tool which will allow you and your instructor to manage more efficiently your learning process.

In our center for professional education you will not be assessed by grades. Instead, your progress will be tracked based on specific criteria.

As you may already had noticed, your training program is designed by 8 weekly modules. Each of these 8 weeks responds to a specific course learning objective.

Your individual learning plan will be updated each week with the purpose to allow you and your instructor to identify the exact gaps in your knowledge building process and fill up these gaps, so at the end of the week it is clear that you had met the weekly learning objective.

During this training course you and your instructor will have produced 8 up-to-date versions of your individual learning plan, which at the end will serve as a base (proof) for your certification, or for eventual denial of your certification.

Download this template for Individual Learning Plan and save it on your computer.

Fill up the information in the first 5 items in Section 1.

Title the 8 versions of your progressing individual learning plan which you will create during the course as follow: ILP W1 to ILP W8.

Section 1. Student information and entry data

Name:

Contact info:

Program/ Class:

Educational level:

Professional background:

Entry test result:

Final project assessment:

Objective 1: Understand the importance of marketing & business attraction for community competitiveness in today's globalized world

Actions:

1. Following the learning plan included in module [Week 1](#) of the program
2. Send to your instructor completed documents as requested
 - Assignment W1
 - Q & A Session W1
3. Participate in W1 video -conference with your instructor

Success criteria:

- A. Demonstrated profound understanding about the importance of marketing & business attraction for community competitiveness in today's globalized world
- B. Demonstrated profound understanding about what strategic documents for economic development are, how they are developed, what is their purpose, where they can be located
- C. Demonstrated strong persuasiveness while trying to locate strategic documents for the economic development of the community/region where the student comes from
- D. Demonstrated profound understanding about the profile of the students' local/regional economy and the profile of the business the community wants to attract
- E. Demonstrated strong research skills, built a rich bibliography of researched sources
- F. Demonstrated strong ability for reviewing & analysing a large amount of information
- G. Demonstrated good time management skills while fulfilling the tasks in accordance with the schedule

Assessment:

Knowledge gaps:

Corrections prescribed:

Corrections implementation assessment:

Final assessment for Objective being met:

Objective 2: Learn how to profile the industry you will target to attract to your region

Actions:

1. Following the learning plan included in module [Week 2](#) of the program
2. Send to your instructor completed documents as requested
 - Assignment W2
 - Q & A Session W2
 - Exercise W2
 - Community Business Profiling template
 - Creating Target Personas template
3. Participate in W2 video -conference with your instructor

Success criteria:

- A. Demonstrated advanced knowledge about community business profiling process
- B. Demonstrated profound understanding about the two approaches communities undertake for strengthening its local economy – attracting new business (business attraction) & growing the business already established (business retention)
- C. Demonstrated profound understanding about the Target Personas profiling
- D. Demonstrated advanced practical skills for community business profiling and creating Target Personas
- E. Demonstrated strong research skills, built a rich bibliography of researched sources
- F. Demonstrated strong ability for reviewing & analysing a large amount of information
- G. Demonstrated good time management skills while fulfilling the task in accordance with the schedule

Assessment:

Knowledge gaps:

Corrections prescribed:

Corrections implementation assessment:

Final assessment for Objective being met:

Objective 3: Learn how to conduct market intelligence for positioning your community before designing your marketing plan

Actions:

1. Following the learning plan included in module [Week 3](#) of the program
2. Send to your instructor completed documents as requested
 - Assignment W3
 - Q & A Session W3
 - Exercise W3
3. Participate in W3 video -conference with your instructor

Success criteria:

- A.Demonstrated profound understanding about the investment landscape in today globalized world and why communities use intelligence in order to win in this competition
- B.Demonstrated profound understanding about the strong competition each community/region/country faces in their attempts to attract investment (FDI and national)
- C.Demonstrated profound knowledge about Investment Promotion Agencies (IPA) in all their versions (local, regional, national), their mission, objectives, structure, business model
- D.Demonstrated profound understanding about the difference in the quality of services provided by different IPAs, which are the best ones, what makes them being the best
- E.Demonstrated profound understanding about market intelligence and community positioning on the market, market gaps identification, market value proposition, who is doing community market intelligence, how the team is structured
- F.Demonstrated profound knowledge about the tools (including digital) for conducting community market intelligence and community positioning on the market
- G.Demonstrated practical skills to identify & evaluate the unique value propositions of different communities, including the one of its own community
- H.Demonstrated strong research skills, built a rich bibliography of researched sources
- J.Demonstrated strong ability for reviewing & analysing a large amount of information
- K.Demonstrated good time management skills while fulfilling the task in accordance with the schedule

Assessment:

Knowledge gaps:

Corrections prescribed:

Corrections implementation assessment:

Final assessment for Objective being met:

Objective 4: Learn how to build a community brand and marketing plan based on your community vision for economic growth

Actions:

4. Following the learning plan included in module [Week 4](#) of the program
5. Send to your instructor completed documents as requested
 - Q & A Session W4
 - Community Market Intelligence & Market Positioning template
 - Community Unique Value Proposition template
 - Identify Your Community Stakeholders template
6. Participate in W4 video -conference with your instructor

Success criteria:

- A. Demonstrated profound knowledge about the purpose of Community Brand Development and why it is based on community already created vision for economic development, respectively on the type of business the community has decided to attract
- B. Demonstrated profound understanding about the differences between Community Branding and Community Marketing, and the interconnections between community economic development planning, community branding, and community marketing
- C. Demonstrated advanced knowledge about the methodologies for developing Community Brand Concept and Community Marketing Strategy
- D. Demonstrated advanced knowledge about the frameworks of Community Brand Development Campaign Action Plan and Community Marketing Campaign Action Plan
- E. Demonstrated advanced practical skills for formulating strong community Unique Value Proposition
- F. Demonstrated advanced practical skills for identification of community Target Audiences and formulating strong messages to each of them
- G. Demonstrated advanced practical skills for identification of community Stakeholders and formulating strong messages to each of them
- H. Demonstrated strong research skills, built a rich bibliography of researched sources
- I. Demonstrated strong ability for reviewing a large amount of information
- J. Demonstrated good time management skills while fulfilling the task in accordance with the schedule

Assessment:

Knowledge gaps:

Corrections prescribed:

Corrections implementation assessment:

Final assessment for Objective being met:

Objective 5: Understand the landscape and specifics of community marketing in digital era

Actions:

1. Following the learning plan included in module [Week 5](#) of the program
2. Review carefully and familiarize yourself with the following documents which are forming the basic package components of Community Marketing Action Plan
 - Community Social Media Marketing Strategy framework
 - Social Media Editorial Calendar template
 - Community Content Marketing Action Plan framework
 - Blog Editorial Calendar template
 - Community Content Marketing Business Plan framework
 - Community SEO Action Plan framework
 - Community Marketing Budget framework
 - Annual Marketing Budget template
3. Send to your instructor completed document as requested
 - Assignment W5
4. Participate in W5 video -conference with your instructor

Success criteria:

- A. Demonstrated profound understanding about the digital landscape in community marketing, and the role of the social media in today's community branding and marketing
- B. Demonstrated profound knowledge about the components of Community Marketing Action Plan in digital era
- C. Demonstrated profound understanding about how to build a strategic, well structured, approach towards community branding and marketing today
- D. Demonstrated advanced practical skills to identify, analyse, compare and evaluate community's digital posture on the investment market and recommend corrections for improvement
- E. Demonstrated strong research skills, built a rich bibliography of researched sources
- F. Demonstrated strong ability for reviewing a large amount of information
- G. Demonstrated good time management skills while fulfilling the task in accordance with the schedule

Assessment:

Knowledge gaps:

Corrections prescribed:

Corrections implementation assessment:

Final assessment for Objective being met:

Objective 6: Learn about instruments for improving community attractiveness and how to integrate them with your marketing efforts

Actions:

1. Following the learning plan included in module [Week 6](#) of the program
2. Review carefully the two documents:
 - Instruments for Improving Community Attractiveness template
 - Community Economic Development (ED) Website main points
3. Send to your instructor completed documents as requested
 - Instruments for Improving Community Attractiveness template
 - Assignment W6
4. Participate in W6 video -conference with your instructor

Success criteria:

- A.Demonstrated profound understanding about the term “community attractiveness”
- B.Demonstrated profound knowledge about what exactly makes a community attractive for business and talent
- C.Demonstrated profound understanding about the difference between community which is attractive and community which is not attractive for business and talent
- D.Demonstrated profound understanding about the strategic and operative instruments for improving community attractiveness
- G.Demonstrated practical skills for assessment of community attractiveness, identification of available instruments for improving community attractiveness, recommendations for optimization
- H.Demonstrated strong research skills, built a rich bibliography of researched sources
- J.Demonstrated strong ability for reviewing a large amount of information
- L.Demonstrated good time management skills while fulfilling the task in accordance with the schedule

Assessment:

Knowledge gaps:

Corrections prescribed:

Corrections implementation assessment:

Final assessment for Objective being met:

Objective 7: Design Community Brand Development and Branding Campaign Action Plan

Actions:

1. Design your Community Brand Development & Branding Campaign Action Plan in module [Week 7](#) of the program
2. Locate and study instructive document COMMUNITY BRAND DEVELOPMENT AND CAMPAIGN ACTION PLAN framework
3. Based on this framework develop your final project and design Community Brand Development and Branding Campaign Action Plan for your community
Tip: You will need to use the information you have already collected for your community during the previous modules. You also will have some of the final action plan components already available – the templates you have been asked to complete. You will need to fill up now some of the templates included in the previous modules.
4. Send to your Community Brand Development and Branding Campaign Action Plan to your instructor
5. Participate in W7 video -conference with your instructor

Success criteria:

- A. Demonstrated profound understanding about community brand as a perception of community's advantages which the community believe are attractive for the community's target audiences, and which advantages the community promise to be delivered to these target audiences
- B. Demonstrated profound understanding about the interconnection between community attractiveness, community economic development, community branding and community marketing, and why all these community's departments should work jointly
- C. Demonstrated advanced practical skills for community brand development and designing community branding campaign action plan
- D. Demonstrated deep cognitive thinking while evaluating community's advantages and formulating community's Unique Value Proposition
- E. Demonstrated leadership approach while making decisions about the process, strong argumentation for each significant decision made should be provided – for example when deciding on the structure of the bodies involved with leading and managing the process
- F. Demonstrated creativity while proposing activities supporting the brand
- G. Demonstrated good time management skills while fulfilling the task in accordance with the schedule
- H. Demonstrated sufficient knowledge about project planning

Assessment:

Knowledge gaps:

Corrections prescribed:

Corrections implementation assessment:

Final assessment for Objective being met:

Objective 8: Design Community Marketing Campaign Action Plan

Actions:

1. Design your Community Marketing Campaign Action Plan in module [Week 8](#) of the program
2. Locate and study instructive document COMMUNITY MARKETING CAMPAIGN ACTION PLAN framework
3. Based on this framework develop your final project and design Community Marketing Campaign Action Plan for your community
Tip 1: You will need to use the information you have already collected for your community during the previous modules. You also will have some of the final action plan components already available – the templates you have been asked to complete. You will need to fill up now some of the templates included in the previous modules.
Tip 2: Develop your community Economic Development Website only as a concept
4. Send to your Community Marketing Campaign Action Plan to your instructor
5. Participate in W8 video -conference with your instructor

Success criteria:

Demonstrated profound understanding about the interconnection between community attractiveness, community economic development, community branding and community marketing, and why all these community's departments should work jointly

Demonstrated profound knowledge about the actual instruments used by your community for improving its attractiveness

Demonstrated advanced practical skills for community marketing and designing community marketing campaign action plan

Demonstrated deep cognitive thinking while evaluating community's advantages and formulating community's Unique Value Proposition

Demonstrated leadership approach while making decisions about the process - strong argumentation for each significant decision made should be provided – for example when deciding on the actions meant to secure financial support for your campaign

Demonstrated advanced ability to see the big picture – for example when designing the Community Marketing Strategy, Social Media Marketing Strategy, etc.

Demonstrated creativity while proposing activities supporting the brand – for example when designing the Community Content Marketing Action Plan

Demonstrated good time management skills while fulfilling the task in accordance with the schedule

Demonstrated sufficient knowledge about project planning

Assessment:

Knowledge gaps:

Corrections prescribed:

Corrections implementation assessment:

Final assessment for Objective being met:





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