



TRAINING COURSE PSYCHOLOGICAL MARKETING

Dates: 29/06/2016– 08/07/2016, SARDINIA - SESTU (CA)

KA1 (Mobility of Youth staff) Marketing Psychological

Psychology of marketing and Communication/ Communication over interpersonal communication verbal and nonverbal

Project Description

Psychological Marketing: This project stems from the everyday reality in which lives the present society, the craze of consumption that comes from psychological marketing that is done through communication in the broadest accession. Today the condition of consumer sees us all involved increasing extent in quantity and intensity. Now our daily activities is largely inscribed in the social role of the consumer (consumption tends to appropriate not only the "things" and "services", but also evasion, leisure, acculturation). The patterns of cultural consumption today through pressure deductive advertising shape our dreams and needs and we offer identification models that inspire our own self-perception. Binding of consumer culture with the Self becomes increasingly tight, parallel to the needs of marketing resorting increasingly to levers and psychological dimensions necessary to make what would be rationally superfluous.

A psychology of consumption appears necessary not only to a sophisticated marketing, but also to the growth of cultural awareness of a process so enveloping. In fact, while the psychology of the modern tradition assumed an universal subject and rational, the consumer seems rather appropriate for a post-modern world in which the principle of consistency and personal identity take on a different meaning.

Through this Training Course you want to achieve an efficient route stretched to the spread of new lifestyles not put the Marketing Psychological. An efficient way in which the trainer is able to convey to young people the tools to a path to new lifestyles. You will be taught all the most important aspects of psychological marketing.

The core of the training course will be a simulation game professional through which participants meteranno activities implemented in practice.


During the project will be analyzed not only the communication on the basis of interpersonal communication, verbal and non-verbal, but on various factors such as effective communication, communication in specific contexts, techniques for effective management of public relations, modes of communication of social utility , the role of new communication technologies, advertising communication. Looking at the social interaction within the company is one of the main aspects of the Erasmus +. We will show how to use the results of the CT scan may be used to promote topics such as active citizenship, solidarity and tolerance among young Europeans; involving people in shaping the future of the Union and beyond.

During the TC you will also learn how to make their own social project is more effective, using high knowledge developed on human behavior.

To teach we'll use the knowledge in the following areas:

- Psychology of marketing and communication;
- Communication over interpersonal communication verbal and nonverbal
- Psychology of consumption;
- Binding of consumer culture with the Self;

For this Training Course we'll have a TOP professional team in these areas. This will not be theoretical academy teachers. The trainers indeed will have a great theoretical background but as the most important the trainers will be highly experienced.

<p>Training Objectives</p>	<p>This Training Course will:</p> <ul style="list-style-type: none"> ➤ Open Your eyes about psychological marketing; ➤ Give You and your NGO competences in the field of psychological marketing; ➤ Enhance methods of non-formal education for Youth Worker; ➤ Building potential partnership; ➤ Acquisition of knowledge and skills on communication beyond interpersonal; communication verbal and nonverbal; ➤ Be active citizens for the community welfare. <p>Our aims are also:</p> <ul style="list-style-type: none"> ➤ to improve the quality of youth projects and other international activities ➤ to exchange best practices and experiences from international projects ➤ to get to know organizations which took part in Erasmus Plus Program ➤ to make new international contacts and create new projects in the frame of Erasmus Plus Program
<p>Methods</p>	<ul style="list-style-type: none"> ➤ Study sessions; ➤ Working in groups; ➤ Interactive workshops; ➤ non-formal education methods; ➤ experiences sharing;
<p>Profile of Participants</p>	<ul style="list-style-type: none"> ➤ highly motivated; ➤ aged over 18; ➤ actively involved in youth work; ➤ ready to implement strategic marketing in their everyday practice; ➤ You are legally established in a country belonging to one of the following groups: <p>Austria, Denmark, Spain, Portugal, France, Bulgaria, Greece, Czech Republic, Norway, United Kingdom, Georgia</p> <ul style="list-style-type: none"> ➤ Max 2 participants per organization (preferably 1 male and 1 female from each NGO). We expect to host 28 participants.
<p>Dates</p>	<p>The training course will be held from Wednesday June 29th to Friday 26th of July 2015. Participants are expected to arrive on Wednesday June 29th, and will depart on Friday 26th of July 2015</p>
<p>Venue</p>	 <p>The project will be held in beautiful city, Sestu, in Sardinia - Italy.</p>
<p>Cost</p>	<p>The course is free of charges. Board and lodging will be provided and paid by the organizers. Our organization will refund every participant travel costs base on Erasmus+ rules.</p>
<p>Contact</p>	<p>The organizer of this project is LA ROSA ROJA ORGANISATION (https://www.salto-youth.net/tools/otlas-partner-finding/project/psychological-marketing.5419/), Italy. If you have any questions you can contact us by e – mail: larosaroja2012@gmail.com or by telephone: +39 3206218560.</p>