Training as a Profession
CATE 3322/5322
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How to be Successful in this Course
- Read the syllabus and the attachment pages before beginning any assignments.
- Follow the suggested reading schedule.
- Stay in contact with the professor, but avoid asking for assistance that is available in written course materials.
- Submit assignments in a timely manner to avoid late penalties.

How to be Successful (con’t)
- Use the Review Sheet emailed by the professor prior to the final exam.
- Make use of the Appendix in the textbook when developing semester project (Marketing Plan/Campaign for Training Department).
Course Content

The course material focuses on:

A. Motivation of your target audiences—training participants, the organization and your clients. Your personal motivation is also part of successfully marketing the Training Department. (See Section 1, Chapters 1-4 of text for a thorough explanation of addressing motivation.)

Course Content (con’t)

B. The Marketing Campaign, which changes motivation into action and helps the department obtain the desired response from the identified audience. A Marketing Campaign fits well within the Training Department’s curriculum design process.

Course Content (con’t)

Marketing objectives can be designed following the format you used in CATE 3320 and/or 3321 when designing learning objectives, with their emphasis on the behavior of the learner.
Course Content (con’t)

C. **Measurement and Evaluation** is part of the marketing campaign, just as a needs assessment and evaluation of results is part of your training efforts (recall CATE 3320.) However, when taking measurement, you must keep in mind that marketing is a long-term process and results take time to measure.

Course Content (con’t)

D. **Writing marketing copy**, which includes taking into account research on personality types, various types of readers, and the use of words that will convert motivation into action. It is clear that marketing copy is a learned behavior! (See your text, pp.109-123 for tips, etc. related to writing copy.)

Course Content (con’t)

E. **Formatting your copy like a graphic designer**, which should encourage your audience to receive your intended message. As a new Training Director, it would be wise to begin to gather samples for a clipping file for future use. A second recommendation is to attend workshops that will increase and improve your creativity, which will assists you in improving your graphic designs. (Examples are located in the text.) Visit www.graphicdesignbasics.com for assistance.

Note: Visit the website www.whatagreatidea.com for some help with creativity.
F. Responsibility of Employee Development is another topic of this course, particularly in connection with the role of the employee’s manager. As Training Director, you will be faced with convincing the organization’s managers that it is their ethical duty to invest in the development of their team—it is their leadership responsibility.

Course Content (con’t)

When organizations see positive results from training and marketing of that training, employee development takes on a different focus. “…creating a workplace that understands the value of employee development is the best possible marketing tool.” (Oberstein, 2003, p.45).

Course Content (con’t)

Becoming a learning organization should be a top priority for every Training Department and its director.

Your textbook does an outstanding job of comparing the usual organization and the learning organization in the chart on p.46.
G. Professional Responsibilities of a Training Director must be included in the curriculum of this course. These include:

1) Using representatives from other departments to form an employee development council to assure their ownership of the process;

2) Assuring ethical reporting of data used for measurement of program success, participants evaluations, etc.;

3) Assuring continued self-development by joining and participating in professional organizations related to the training field, such as the American Society for Training and Development, the Society of Human Resource Management or the Instructional Systems Performance Improvement organization.

These groups have websites that will provide valuable information about their dues structure, resources available and dates of annual conventions, which may be useful to your self-development and/or the improvement of your department.
Course Content (con’t)

Additional off-the-job growth opportunities can include participation in a community-based organization. These groups usually assure community contacts that can prove useful when partnering with other organizations to provide training and/or formal education, as well as local graphic designers, in the event your company is large enough to contract this portion of your job duties.

Additional Resources

- Networking is a ‘trendy’ expression that is perhaps overused in today’s business environment. However, making connections is a necessity in any field, and that is all networking really is!