

Vocational Training Diploma on Electrical and Hybrid Vehicles/ ECO-CAR

Marketing Plan

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WP Number	WP 7: Dissemination and Sustainability
Task Number	7.1
WP Leader	Al-Hussein bin Abdullah II Technical University [HTU]
Date	

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Executive summary

Project details

Partner University name	HTU
Year founded	ECO-CAR Program Lanching in 2022
Location	Amman-Jordan
Mission statement
Partner University goals	<ul style="list-style-type: none"> ▪ Lanching a vocational training diploma in 2022 ▪ Raise awareness on EV/HEV programs that respond to societal and industrial market needs and emphasize its role in lowering the unemployment rates among professionals. ▪ Increase acceptance and interest from stakeholders per the delivered outcomes to support sustainability. ▪ Inform and educate stakeholders about developments and latest technologies in EV/HEV through the workshops
Marketing goals	<ul style="list-style-type: none"> ▪ Drive 3,000 visitors to the website each month. By <ul style="list-style-type: none"> ○ Share program activities on ECO-CAR social media pages ○ Use Google ads and social media ads ▪ Email marketing ▪ Info-day per year ▪ seminar or webinar per year ▪ Workshops ▪ Newsletters are due every 6-months ▪ Use brand identity in each activity ▪ Digital screen in each campus shows promo video of ECO CAR Project

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Marketing team

People responsible for executing this marketing plan include:

Name	Responsibilities
UJ	Weekly social media reporting and overseeing the production of assets created for LinkedIn, YouTube, and Facebook.
HTU	Following the Marketing plan for each partner by shared folder of partners activities
All partner	Need to make feasibility study and marketing plan

Partner Team

University	Representative / email	Deputy (Substitute) / email
P1 The University of Jordan, UJ (Applicant)	Prof. Mohammed Hamdan mhamdan@ju.edu.jo Eng. Rasha Al-Beek rashaalbaik93@gmail.com	Eng. Sara Tweissi Sara.tws.st@gmail.com
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Marketing since start the Project

Channel	Deadline	SMART goal
Promotional material (Flyers, posters, brochure,...) Logo, Colors, font...etc. Template	Done	The logo is designed to reflect a uniform image of the project. Project logo will appear on all communications. The Template For project documents and reports,
Project website	Done	the key means for communicating project results; it will be managed and updated continuously throughout the project
Social media (Facebook, LinkedIn, YouTube, Twitter)	Done	Drive new customers to the ECO-CAR website.
Newsletters	Done Each 6 month	
First Orientation Day	Done	These can be a stand-alone days or part of a major event at the university.

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		Booth filled with information material
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Marketing for 2022 & 2023 year:

Q1: Aug–December

Channel	Deadline	SMART goal
Social media (Facebook, LinkedIn, YouTube, Twitter)	A continuous task to start two weeks before class starts	Advertising campaign about new programs, workshops, seminars, events...etc, by posting, photos and live videos.
At least one video as a promo of eco-car project	Video to be provided by eco car...two weeks before the beginning of the classes	Videos to be see on all pages of the university
Digital Screens spread throughout the campus Roll ups	By the beginning of classes	Advertising inside the university by all available means: screens , roll ups, magazines, boards, etc.
Activity calendars	<i>Optional</i> (during the class)	Advertising
Second Orientation Day	Before the end of 2022 year	
Webinar	One by the end of this year One by the end of project	
Press Releases	At the end of the class	
Reaching the automotive sector	During the class	This item aims at employability of graduates It will also help improving training material
Landing page development	By the second week of the class	Page at the main university website Page will include news, graduation ceremonies, registration for next

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		cohort, etc.
Data base of targeted trainees Data base of automotive shops	To start toward the end of the class of two weeks after the class	