

Successful TIPS for Teaching Excellence !!!



SHOWCASING
MARKETING MANTRAS
FOR PROMOTERS AND
PRINCIPALS

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PREFACE

The Quality Arena today demands more of reflection rather than a perfection. The parents today are Smarter than the gone years and over and over again they pay emphasis on the Quality of Care and Supervision being guarded to their wards over the time. The same phase of business from the side of the promoter or the principal of the school has to see to the strength which otherwise would prove out to be a comparative analysis for the Parents, the ultimate customers to feed their value into the taste of the cake. It is the strength of the school which matters the most not the building and the fame otherwise. Which ultimately proves out to be a MARKETING for itself. Our 20 years of experience in the field of Education Industry has targeted many evidences which brought forward my ignition to compile this as a book. I am sure this shall certainly come out to be a great PRACTICING TOOL for the educationists further.

I invite queries and comments on tqmhead@aol.com

Authors.....

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Good teaching is as much about passion as it is about reason. It's about not only motivating students to learn, but teaching them how to learn, and doing so in a manner that is relevant, meaningful, and memorable. It's about caring for your craft, having a passion for it, and conveying that passion to everyone, most importantly to your students.

Anonymous

IMPORTANCE OF QUALITY IN SCHOOLS

- ✘ The EMA global monitoring report of UNESCO suggests that the achievement of universal participation in education will be fundamentally dependent upon the Quality of Education available. Also as a matter of fact, the Education should allow children to reach their fullest potential in terms of cognitive, emotional and creative capacities. As a matter of fact the basic tenant of education encompasses more than just the teaching of what we know to our young.
- ✘ As well as passing on essential skills like language and the basic functions of living, education passes on the culture of a society. What is needed at this juncture is the Quality by heart and soul subjected to the satisfaction of the children in the class more like a facilitator than a hard task master.

TIPS AND TONGUE TOWARDS INCREASING ENROLLMENTS



URGENCIES.....

- ✘ Here it comes.....welcome them or priority.

Urgent and Important	Urgent but not Important
Important but not Urgent	Neither Urgent nor Important

- ✖ Distribute Marketing messages to Existing Students



- ✖ Regularly distribute newsletters.



Fostering Motivation



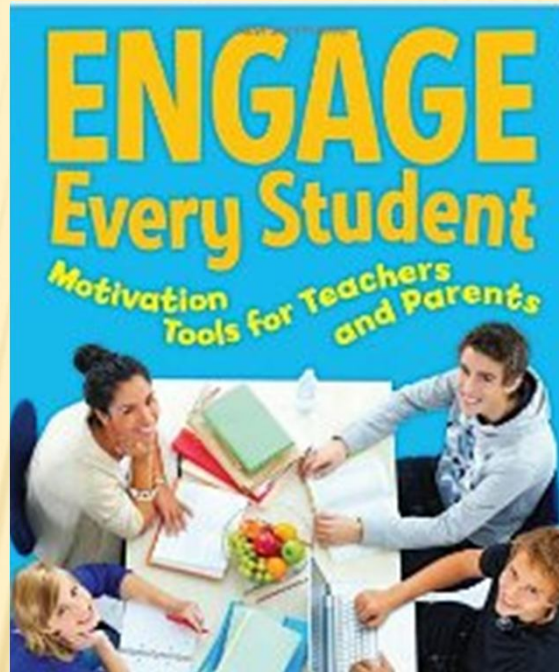
Kids can be more motivated by studying if they know and understand the importance of studying. You need to speak their language so that they'll appreciate your efforts in making them study hard. If you want them to study, the best way to do that is to make them want the same thing as well.

THE ROLE MODEL

Successfully lead change initiatives.



THE COLLABORATOR



BELIEVE IN



WE NEED TO PRACTICE.....



- ✖ Make announcements at school functions.



- ✘ Turn your employees who are already familiar with your programs into marketing ambassadors.



ATTENTION TO INDIVIDUAL DIFFERENCES

- ✖ The School should pay attention to individual differences between two pupils – No matter, no wonder, if One pupil is a scholar while other pupil is a dull.



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