

## 1. INSTRUCTIONS

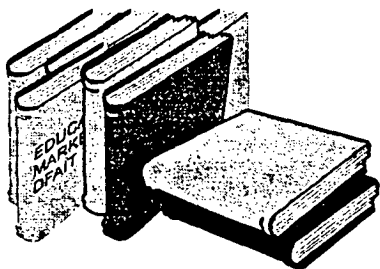
### 1.1 PRE-TRAINING ADVICE :

- **Develop a work plan prioritising the modules** in order of importance meaningful to you and which will indicate what merits your immediate concern. To do this, we provide a self-evaluation questionnaire on the education industry in the appendix of this module.
- Schedule **definite time periods** for this activity to be done on a regular basis.
- **Do the exercises** in order to measure your level of understanding and to perfect your knowledge of the subject.

Do not hesitate to use the **tutoring** service put at your disposal. A **provided manual** will serve as a guide to you all the available resources to help you through every stage of the learning process.

### 1.2 REQUIRED EDUCATIONAL MATERIAL :

Before plunging into the work on the Education Industry, please check if you have been provided with all the necessary material found in the following sections :



- Introduction module
- Module 1 - Knowing the Geography
- Module 2 - Knowledge Of Economy-  
Education And Training
- Module 3 -Canadian International Trade,  
objectives and major related  
programs and activities
- Module 4 - Distance Education –  
Technology, Education and  
Training
- Module 5 - Foreign Students
- Module 6 - Education Marketing Program
- Module 7 - The Competition and Marketing  
Tools
- Module 8 - Case Studies