

### 3. DEVELOPING YOUR WORK PLAN

During this stage you will produce a work program describing your professional and personal needs. About twenty hours are generally needed to complete such a program.

We suggest that you :

- complete the questionnaire
- set your priorities in order of difficulty
- set up a work schedule

#### 3.1 QUESTIONNAIRE REVIEW

The purpose of the questionnaire is to stimulate your creativity and provide you with answers to a range of general or specific questions on marketing of the Education Industry.

The goal here is not a question of being the best or getting a good mark. By answering the questions, you will get a better idea of your strengths and weaknesses in understanding the Canadian Education Industry and its position on the international scale.

1. Write up a brief description of the nature and extent of the market of the Education Industry.
2. What do you know about Canada's capability and expertise in the matter of education and training ?
3. To what extent can The World Bank help and support the Education Industry ?
4. Do you believe that the Education Industry occupies an important place in the Canadian economy ?
5. Define some particularities of the Education Industry and training sectors.
6. Knowing that one has to keep track of the target clientele, what approach focuses on the cultural and political aspects of this clientele ? What are the essential elements in our marketing program ?
7. Please describe your role in marketing the Education Industry and to what extent you consider it to be important as a sector.