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ERASMUS+ PROGRAMME
Erasmus+ - Key Action 2
Capacity Building in the Field of Higher Education
Project Number: 561708-EPP-1-2015-1-DE-EPPKA2-CBHE-JP

**Vocational training center for undergraduate university students and teachers
in Jordan (VTC)**

Portugal Training Workshop at Al al-Bayt University

November, 15, 2017

Training Titles

1. Customer Essential Elements of a Customer Management Approach.
2. Sales and Marketing Skills: Strategy and Tactics.
3. History, Heritage and Development: The Touristic Activity.

Trainer ISPAB

Dr. Joaquim Marques, ISPAB – Instituto Superior de Paços de Brandão

Dr. Maria de Nascimento, ISPAB – Instituto Superior de Paços de Brandão

Dr. Mário Cunha, ISPAB – Instituto Superior de Paços de Brandão

Dr. Pedro Valente (institucional coordinator), ISPAB – Instituto Superior de Paços de Brandão

Overview

The training was one of the proposed activities in the Vocational training center for undergraduate university students and teacher in Jordan as one of the objectives of Capacity Building in the Field of Higher Education in the Jordanian Universities.

The sessions concentrated on the strategy of sales and marketing, the tactics used, the five rules of communication in sales and the marketing attitude. Also, the training focus on the customer management, managing relationships, creating opportunities and managing opportunities. In addition, the last lecture was show how local, regional and national history and heritage can be decisive on the promotion of personal and community identity and self-esteem and so, education and citizenship.



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List of Participants

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 Training Workshop
 Vocational training center for undergraduate university students and teachers in Jordan
 Project No: 561708-EPP-1-2015-1-DE-EPPKA2-CBHE-JP
 November, 10-17, 2017
Al Albayt University
15.11.2017

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Some Photos During the Training





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