



Increasing your local knowledge

Key Target Groups

Your target group is the primary group of people that your courses are aimed at. In general, a target audience can be people of a certain age group, gender, marital status, and in this case, includes all potential adult learners that can become students in your organisation. Discovering the appropriate target to market your courses is one of the most important aspects of promoting a wider participation in formal education.

Without knowing the target audience, your efforts can become difficult and very expensive. These notes aim to raise your understanding of your key target groups and being able to establish a relationship with them.

UNDERSTANDING KEY TARGET GROUPS

Engaging with potential students is all about talking to the right people about the right things, the right way at the right time! To achieve this it's important to examine and understand which groups of people are the most likely to benefit from formal education.

These are your key target groups and they may be interested in the same things or have a common attitude to your organisation or the kind of activities it offers. This common factor means that if you talk to them about the same things in the same way, you are likely to get results.

However, one of the major challenges you may have to face is the problem of overcoming existing negative attitudes in order to gain the commitment of potential students. Members of the target group may have had bad experiences of learning and/or learning environments in the past, making them fearful and sceptical about new learning opportunities. Identifying target groups, establishing a strategy to reach them and gain their confidence is, therefore, central to promote a wider participation in formal education.

SUGGESTED QUESTIONS

- Why is it important to clearly define key target groups?
- Depending on the most popular courses, what do you think should be the key target groups for your organisation?
- How can you identify them?
- Discuss relevance
- Discuss how these issues may influence the way you engage with students

FURTHER INFORMATION

- Your organisation
- Local sources