

**DepEd ADVISORY No. 78, s. 2012**  
**In compliance with DepED Order No. 39, s. 2009**  
**this advisory is issued for the information of DepEd officials and personnel**  
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**February 14, 2012**

### **NATIONAL SOCIAL MARKETING CONGRESS FOR SCHOOL SUCCESS**

The Center for Learning and Teaching Styles Philippines (CLTS, Phils.) will conduct the **National Social Marketing Congress for School Success** on April 17-18, 2012 at the Philippine Trade Training Center (PTTC) located at the corner of Sen. Gil J. Puyat Avenue and Roxas Boulevard, Pasay City.

This Congress aims to equip the participants with cutting edge Social Marketing leadership, management and marketing ideas, styles and strategies in the following areas:

1. Heartistry in Leadership and Management;
2. Integrated Marketing Communications;
3. Relationship Marketing;
4. Connective Marketing;
5. Technology Marketing;
6. Real Life Education Marketing;
7. Creativity and Innovation in the Classroom; and
8. Beyond the Curriculum Marketing.

Each participant shall be charged a registration fee of Four Thousand Five Hundred Pesos (PhP4,500.00) to cover snacks and lunch for two (2) days, congress learning materials, certificates, and a chance to win exciting door and raffle prizes.

For more information, concerned participants may contact:

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