

Marketing and Psychology for Teachers:

Build Trust and Influence your School

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What Is Marketing? What Does It Have to Do With Teaching?

As an English teacher reading this, you might be wondering — *what does marketing have to do with education?* The following is an outline of a presentation by Joella Huynh, who has seven years of marketing experience in both America and Japan and holds a bachelor's degree in marketing from the University of Maryland, College Park.

In this presentation, she reflects on her background in the field and explores how marketing principles can be applied to English teaching.

Marketing in essence is...

1. Identifying what people want
2. Using those insights to make something more appealing

However, marketing can be also applied to teaching by...

1. Identifying what it is your students truly want
2. Using that information to make English, as a subject, more appealing

Marketing Concept #1 – Target Audience

Definition- The group of people you want to sell to.

Can be applied to teaching by understanding who you really are teaching.

5W1H framework (Who, What, When, Where, Why, How?)

Used to understand our target audience.

JTEs and ALTs should have a shared understanding of the details of who they are teaching in Team Teaching classes.

Marketing Concept #2- Brand voice

Definition- The personality and tone a brand uses when communicating.

5W1H FRAMEWORK

Who?

Who are the students at your school?

Where?

Where can they use English?

What?

What is their motivation for learning?
(eg. university, job hunting, study abroad)

Why?

Why do they behave the way they do in class?

When?

When do they enjoy English?

How?

How can they best be supported?

It's not just **what** is said, but **how** it makes you feel. **How are we making our students feel?**

How to define your Brand Voice:

1. **Personality** (Eg. Friendly, formal, bold?)
2. **Language style** (Eg. Open or professional language?)
3. **Values Reflected in Communication** (Eg. Innovation? Humor? Empathy?)

Your brand in TT is likely – fun, exciting, and international. **Students likely feel excited to learn.**

Examples		
Nike	Apple	Coca-Cola
"Just do it"	"Think different"	"Taste the feeling"
Empowering	Minimal	Friendly
Bold	Smart	Nostalgic
Motivational	Futuristic	Joyful
Makes you feel victorious	Makes you feel like a visionary	Makes you feel comforted

In Team Teaching, consider how the ALT and JTE voices can balance each other out.

Marketing Concept #3- Storytelling

When facts are woven into a *narrative*, retention jumps from 5–10% to around 65–70%.

Research shows that stories stick, and they often influence behavior more than rules or commands alone. Teachers should consider using storytelling to make learning English more appealing rather than telling students a simple logical appeal.

Psychology Tips for Intercultural Communication

1. **Practice High-Context Awareness (High context culture)**

Japanese communication is often indirect, implicit, and relationship oriented.

2. **Build Trust First (Social Capital/ Affective Trust)**

Team teaching in Japan thrives on trust and harmony (和 - wa) more than just efficiency.

4. **Use Face-Saving Language**

In Japanese schools, avoiding embarrassment or confrontation is key to smooth communication.

5. **Third Culture Building**

Create a culture that is neither Japanese or Western. For example, in your classrooms, you can have Western-style games with Japanese classroom structure.

By following the marketing tips and psychology tips outlined above, we all can be better teachers and build influence in our school.