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Marketing Digitally

MD-MARKETING DIGITALLY PROJECT

2018-1-TR01-KA204-059675

Co-funded by the
Erasmus+ Programme
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www.marketingdigitally.net



WHY THIS PROJECT?

The project idea grew up combining two major considerations:

1) There is high demand for IT skills: in Europe, 756.000 jobs in the IT field are projected to be vacant by 2020 (Digital Agenda Scoreboard 2016). The paradox is that although millions of Europeans are currently without a job, companies have a hard time finding skilled digital technology experts.

2) During 2016, one out of five enterprises in the EU-28 made electronic sales. The percentage of turnover on e-sales amounted to 18 % of the total turnover of enterprises with 10 or more persons employed. In the EU-28, during the period 2008 to 2016, the percentage of enterprises that had e-sales increased by 7 percentage points and the enterprises' turnover realized from e-sales increased by 6 percentage points.

As a result, digital strategies and developing digital key competencies can play a significant role in bridging the gap between the labor market and unemployed or low-skilled adults looking for new jobs or trying to renew their professional paths.

The project partners firmly believe that the sector of the digital market can be crucial for the development of new professions and relevant skills among adults. They need to be provided with practical competencies to build stronger careers, especially taking advantage of the digital field. In fact, the digital market competencies can be transferred and applicable in many different sectors, and maybe there is no job that does not require at least a basic ICT knowledge.

In the current world characterized by high level of unemployment, we cannot waste such opportunity. Starting from these preliminary needs 'analyses, the project "Marketing Digitally" intends to offer various educational and advisory activities on digitalization

and market orientation for adults' trainers, low skilled adults that could be (potential) entrepreneurs, based on the e-platform. This learning platform will be developed for providing the teaching materials as well as for the self-learning and consulting model for potential and existing entrepreneurs, who would like to build up their digital and marketing skills.



PROJECT OBJECTIVES

The main objectives of the project are the following:

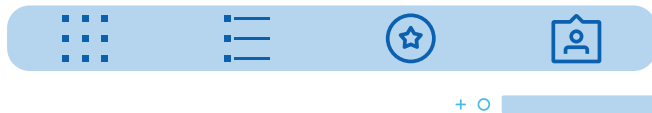
- ⦿ To enhance digital skills and knowledge over the digital market of adults' trainers, low skilled adults that could be (potential) entrepreneurs, to be better prepared for the societies' challenges and labor market opportunities.
- ⦿ To develop training tools to provide high quality learning opportunities to the adults' sector.
- ⦿ To improve their ability of adapting to changes in the labor market and society.
- ⦿ to develop ad-hoc tools to provide high quality learning opportunities to the adults' sector.
- ⦿ To foster awareness that adult learning contributes to promoting productivity, competitiveness, creativity, innovation and entrepreneurship.

The overall objective is to boost employability among adults and to reduce unemployment rates, as stated in Europe 2020 strategy.

EXPECTED RESULTS/OUTPUTS

- Design of a Curriculum (C1) about digital marketing, specifically tailored for teachers/trainers/tutors/mentors in adult education who will later train entrepreneurs.
- Design of a Curriculum (C2) about digital marketing, specifically tailored for potential and existing disadvantaged entrepreneurs.
- Development of training and teaching materials and tools for Curricula 1&2.
- Design, development and implementing of an e-learning platform in which will be hosted the on-line course about "Digital Marketing" and a virtual marketing platform.
- Testing of the qualification program "Digital Marketing".

The project will also include several Learning, Teaching and Training activities LTTs, in Germany and Portugal, aimed at training of trainers from the partners countries.



TARGET GROUPS

- Teachers/trainers/tutors/mentors, educators in general of adult learners.
- Potential and existing disadvantaged entrepreneurs.



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WHAT IS HAPPENING IN THE PROJECT?

In the first stage of project implementation we are preparing training itineraries, materials and e-tools for teachers/trainers and entrepreneurs willing to explore the opportunities provided by the digital economy and the challenges to adapt to this new market.

The launch of the project took place in Konya on December 2018 where was held the kick-off partners meeting and the press conference to present the project.



Press conference of "Marketing Digitally" project held on 20 December 2018 at Dedeman Hotel in Konya (Turkey).

In April 2019 the first Learning, Teaching and Training activities- LTT took place in Oldenburg (Germany) hosting of IOEB (Institute for Economic Education) where 12 participants coming from each of the partners organizations from five different EU countries have been trained on the main concepts of digital marketing.

The contents of this LTT have been the basis to develop the Curricula 1&2 which are ready and available on our project website.

We are working now to produce the teaching materials and tools connected with the two curricula developed.

In the coming months, these materials will be available on our project website.



Participants in the LTT organized by IÖB in Oldenburg.

PARTNERS



KONYA İL MİLLÎ EĞİTİM MÜDÜRLÜĞÜ
KONYA PROVINCIAL DIRECTORATE
OF NATIONAL EDUCATION (TURKEY)

Website: <https://konya.meb.gov.tr>
Contact person: Eyyup Akinci
akinciyyup@hotmail.com



**FEDERACIÓN DE TRABAJADORES
INDEPENDIENTES DE COMERCIO
(FETICO)**
FEDERATION OF INDEPENDENT WORKERS
OF COMMERCE - FETICO (SPAIN)

Website: www.fetico.es
Contact person: Emilia Martín
emiliamartin@fetico.es



HBG - KONYA
HAYAT BOYU GELİŞİM DERNEĞİ
(TURKEY)

Website: www.hbg.org.tr
Contact person: Berrin Önal
belgunall@hotmail.com



**INSTITUT FÜR OKONOMISCHE
BILDUNG GEMEINNÜTZIGE GMBH**
INSTITUTE FOR ECONOMIC EDUCATION
IN OLDENBURG (GERMANY)

Website: www.ioeb.de
Contact person: Vitalij Prjadkin
prjadkin@ioeb.de



**PREVIFORM – LABORATÓRIO,
FORMAÇÃO, HIGIENE E SEGURANÇA
NO TRABALHO, LDA**
PREVIFORM - LABORATORY, TRAINING,
HEALTH AND SAFETY AT WORK (PORTUGAL)

Website: www.previform.pt
Contact person: Cristina Xavier
previform.lda@gmail.com



ASSOCIAZIONE EUPHORIA
EUPHORIA ASSOCIATION (ITALY)

Website: www.euphorianet.it
Contact person: Cristina Ceccarelli
c.ceccarelli@euphorianet