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Marketing Digitally

MD-MARKETING DIGITALLY PROJECT

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www.marketingdigitally.net



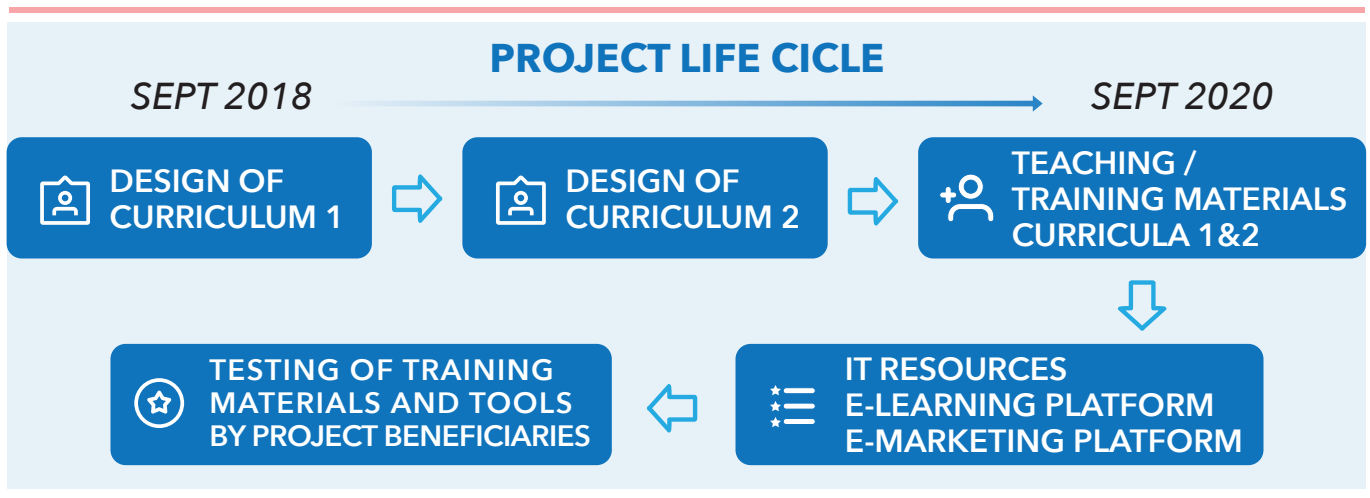
MARKETING DIGITALLY - MD

Marketing Digitally- MD is an Erasmus+ project that aims to develop teaching curricula and training materials on digital market addressed to adults' trainers with the objective to train potential or current adult entrepreneurs who would like to improve their digital and marketing skills.

Recent studies carried out at European level confirm that currently around 45% of Europeans citizens have only basic digital skills, and 37% of workers lack

sufficient digital skills to enter the digital economy. This means Europe lacks digitally qualified people fill the vacancies that this new digital economy is generating.

The digital market can be key for the development of new professions and relevant skills among people looking for job opportunities. Developing digital skills in adults unemployed can play a significant role to reduce the gap between skills demand and supply, to meet digital skills needs and to generate job opportunities for this target group.



WHERE ARE WE NOW

At this stage of the project the following project results have been achieved:

- ⊙ **The Curriculum (C1)** about digital marketing, specifically tailored for teachers/trainers/tutors/mentors in adult education has been designed and developed.
- ⊙ **The Curriculum (C2)** about digital marketing, specifically tailored for potential and existing disadvantaged entrepreneurs has been designed and developed.
- ⊙ **Teaching materials and tools for teachers, trainers and mediators and for entrepreneurs with lack of competences on digital market have been developed for Curricula 1&2.**

This Curriculum was tested in a Learning, Teaching and Training activity LTT, that was hosted by the German partner and brings together 12 participants, teachers and trainers from the all partner's countries who have been trained on the main concepts of digital marketing. We informed about this activity in our last issue.

The teaching material developed within the project is thought as a tool-kit composed of many different resources to make any trainer free to arrange its own lesson without be forced within a rigid path or framework.

It is composed of a combination of written text based on the textbook supporting the Curriculum 1 &2, graphics, infographics, links to videos, links to additional resources and/or recommended readings, quizzes, business cases, short practical guidelines and a power point presentation to use during on-site lessons.

The topics included are 1) principle of marketing, 2) principles of management, 3) entrepreneurship and 4) digital aspects of marketing.

As entrepreneurs with low digital skills are our final target group, we tried to keep the teaching material simple and full of examples and practical resources. We had in mind that our target is composed of persons already working and involved in running business. This means that they are more interested in receiving tips and practical support than theoretical information only.

We would like trainers/educators/teachers to be able to customize the lesson plans and to make lessons as practical as possible. For example, you will have the opportunity to use the power point presentation, modifying it or not, showing videos, making quizzes and sharing **best practices in different fields**.

We believe that the greatest advantages of this materials are its flexibility, its pragmatic approach and its multimedia composition.

Do you want to launch new digital marketing courses for low skilled entrepreneurs? Do you want to create a digital marketing strategy for your business? Do you want to assess the business plan of your organization?

We hope that our resources will support you!!!

PROJECT MEETINGS FROM OUR LAST ISSUE ON MAY 2020

The second transnational project meeting TPM took place in Madrid on June 2019 hosted by the Spanish partner FETICO



Representatives of the partner institutions from the five countries participating in the project: Turkey, Germany, Italy, Portugal and Spain during the meeting in Madrid

This meeting was focused on the review of the teaching/training materials developed which respond to the two training itineraries that have been designed in the project. Partners also exchange ideas and suggestions about the IT tools to develop in the project: the e-learning platform that will host the training materials and the e-marketing platform or simulator for selling products on-line.

The third transnational project meeting TPM took place in Rome on 20-21 November 2019 hosted by the Italian partner ASSOCIAZIONE EUPHORIA



Project partners during the meeting in Roma with the Sr. Vittorio Calaprice, representative of the European Commission in Italy

This meeting was focused on the review and monitoring of project status after one year of implementation. Vittorio Calaprice, European Commission official and member of our Quality Assurance Committee who interviewed all partners to have a feedback from them about the project.

WHAT WILL HAPPEN IN THE PROJECT IN THE FOLLOWING MONTHS?

The upcoming project activities and events are:

⦿ The 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** to simulate sells on internet.

⦿ **The Testing of the qualification program “Digital Marketing” by beneficiaries.** In the following months pilot training courses will be delivered to test the training program developed. A total of 60 entrepreneurs will participate in the courses organized in each partner’s country.

⦿ **The second Learning, Teaching and Training activities- LTT** foreseen will take place from 30 March to 3 April 2020 in Ponte de Lima (Portugal) hosting by PREVIFORM. In this activity teachers/trainers involved in the project from the beginning will experiment with the training materials and tools developed.

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