



NEWSLETTER N°3, MAY 2021



# Marketing Digitally

MD-MARKETING DIGITALLY PROJECT

2018-1-TR01-KA204-059675



Co-funded by the Erasmus+ Programme of the European Union

[www.marketingdigitally.net](http://www.marketingdigitally.net)

## THE COVID-19 AND THE NEW DIGITAL AGE

Marketing Digitally-MD is an Erasmus+ Project that aims to boost the entrepreneurship in the digital market.

From our last issue on February 2020 the world has suffered one of the most difficult challenges since World War II, the Covid-19 Pandemic. The health crisis caused by the Pandemic is having a very severe impact on healthcare and terrible socio-economic consequences in all countries on the planet.

The Pandemic has radically transformed the world. In order to try to contain the virus, countries have established mobility restrictions and lockdowns, which have disrupted the functioning of society and the economy. This disruption has forced changes in all areas of life: in the way in which we live, work, learn and interact to one another.

The role of information and communication technologies is being a key factor not only to survive the Pandemic, but also as a lever for recovery and socio-economic growth in the post-pandemic world.

As a consequence of the COVID-19 Pandemic the world has experienced a huge digital advance in all fields of society, economy or education. The pandemic has accelerated digital transformation and technology development for several years.

Post-pandemic, organizations, companies, and individuals will need to have the relevant digital skills to become familiar with this new ways of working, communicating and learning.

Digital skills became more necessary than ever. The recovery of the economy after the Covid-19 Pandemic will be digital and the need to support the development of digital skills is even more relevant than at the beginning of this Project to ensure a successful participation in this digital transformation.

The digital economy will lead the creation of new professions and new jobs and digital Skills development will be a key factor to generate these opportunities among people looking for job or business opportunities.

## WHAT HAPPENED IN THE PAST YEAR: PROJECT ACHIEVEMENTS

As a consequence of the Pandemic and the delays it has caused in the implementation of the project, we have been forced to postpone the project completion date by one year, so the project will finish on September 2021.

During the past year the following IT tools has been design and developed:

- ① **An e-learning platform** that hosts the courses: “Digital marketing for teachers/trainers” and “Digital marketing for entrepreneurs”  
<https://learning.marketingdigitally.net/>



- ② **An e-marketing platform** to simulate buys and sells on the Internet: <https://vm.marketingdigitally.net>

These platforms were tested by three trainers in each of the partner countries of the project in order to provide feedback to the partner HBGD of Turkey for the fine-tuning purposes and this helped a lot for the content of the platforms to be in a good condition to function in six languages.

⊙ The IT tools developed have been also taught as well as being tested in a workshop internally by teachers and trainers from the organizations participating in a **Learning, Teaching and Training activity LTT** that has taken place virtually on 1st June, 2021. This LTT has been organized by the Portuguese partner and has brought together 20 participants, teachers and trainers from all the partners' countries involved in the project from the beginning who have been trained on the use of the platforms developed and the LTT has been lectured by the partners Previform, HBGD and the coordinator KPNED.

The participants in this LTT activity will be responsible for delivering the face to face training with entrepreneurs that will take place in the following stage of the project.



## WHERE ARE WE NOW - WHAT WILL HAPPEN IN THE PROJECT IN THE FOLLOWING MONTHS?

Upon the finalization of the design and development phases the project enters in the last implementation stage.

SEPT 2018

SEPT 2021



DESIGN OF  
CURRICULUM 1  
CURRICULUM 2



DEVELOPMENT OF TEACHING/TRAINING  
MATERIALS FOR **CURRICULA 1&2**



IMPLEMENTATION OF TRAINING  
MATERIALS ANDDD TOOLS WITH  
PROJECT BENEFICIARIES



DEVELOPMENT OF IT TOOLS:  
**E-LEARNING PLATFORM**  
**E-MARKETING PLATFORM**



In this **final phase** of project life cycle the following activities will take place:

⊙ **The Implementation of the training program “Digital Marketing for entrepreneurs”** and the experimentation of Virtual Marketing Platform with project beneficiaries.

A total of 60 entrepreneurs will participate in the pilot courses organized in each partner's country. Teachers and trainers involved in the project from the beginning who participated in the learning activities carried out during development phase will conduct a four-day training program with entrepreneurs. The program will be delivered using a blended learning method that will combine: two days of face-to-face training in classroom and two-days of on-line training through the platforms developed in the project.

**Do you have an on-line business idea? Do you want to run your business on Internet? The course "Digital Marketing for entrepreneurs" can support you to elaborate the business plan or to create the digital marketing strategy.**

If you are interested in starting a business in the digital market or you are already an entrepreneur and you would like to expand your business on the Internet, go ahead and take part in our pilot courses. To participate you must contact with your partner organization at national level that will inform you about the dates of the course in your country and the registration procedure.

Other **upcoming events** in the last stage of the project will be focused on dissemination of project results among stakeholders, with this objective we will organize:

◎ Two **Multiplier events** that will take place in **Turkey and Spain**. We will inform you about these events very soon.

The project will be finalized with a **final transnational project meeting** in Germany.

## PARTNERS



### KONYA İL MİLLÎ EĞİTİM MÜDÜRLÜĞÜ

KONYA PROVINCIAL DIRECTORATE  
OF NATIONAL EDUCATION (TURKEY)

Website: <https://konya.meb.gov.tr>

Contact person: Eyyup Akinci  
[akincieyup@hotmail.com](mailto:akincieyup@hotmail.com)



### CONFEDERACIÓN SINDICAL INDEPENDIENTE - FETICO

CONFEDERATION OF INDEPENDENT TRADE  
UNIONS - FETICO (SPAIN)

Website: [www.fetico.es](http://www.fetico.es)

Contact person: Emilia Martín  
[emiliamartin@fetico.es](mailto:emiliamartin@fetico.es)



### HBG - KONYA

HAYAT BOYU GELİŞİM DERNEĞİ  
(TURKEY)

Website: [www.hbg.org.tr](http://www.hbg.org.tr)

Contact person: Berrin Önal  
[belgunall@hotmail.com](mailto:belgunall@hotmail.com)



### INSTITUT FÜR OKONOMISCHE BILDUNG GEMEINNÜTZIGE GMBH

INSTITUTE FOR ECONOMIC EDUCATION  
IN OLDENBURG (GERMANY)

Website: [www.ioeb.de](http://www.ioeb.de)

Contact person: Vitalij Prjadkin  
[prjadkin@ioeb.de](mailto: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](http://www.previform.pt)

Contact person: Cristina Xavier  
[previform.lida@gmail.com](mailto:previform.lida@gmail.com)



### ASSOCIAZIONE EUPHORIA EUPHORIA ASSOCIATION (ITALY)

Website: [www.euphorianet.it](http://www.euphorianet.it)

Contact person: Cristina Ceccarelli  
[c.ceccarelli@euphorianet](mailto:c.ceccarelli@euphorianet)