ENTRE4ALL COMMUNITY SUPPORT CENTRES

Project number: 2019-1-SI01-KA204-060426

O2. ENTRE4ALL back pack: Educational - learning guide for setting up digital social entrepreneurship hubs

O2.1. Teaching and learning material based on the social activation approach

TEMPLATE: Training Techniques and handouts for adult educators/teachers/trainers

Partner: Center ponovne uporabe

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Module	1. [Entrepreneurial competences]
Activity Number	M1-T4-A4
Topic	MARKETING
Learning Outcomes	***Level 3 - 4:*** - To understand how to communicate with customers - Understanding the meaning of customer needs - Be able to use social media, FB and Instagram
Learning approach	☐ **Blended-learning opportunities** ☒ **F2F training** ☐ **Individual e-learning** ☐ **Open-distance learning** ☒ **Work-based learning** ☒ **Community work** ☐ **other (please specify)**
Training Technique	Lecture with incorporated case studies
Duration	170 MINUTES
Facility/ Equipment	Classroom, Internet access, projector, pen, whiteboard, tables, chairs, notebooks, A3 papers, Felt-tip pens
Participants will need:	Phone
Attached worksheets	**I.1-1[My ad campaign]**
Main Tasks / Procedure	**Task 1:** Adjust the lecture according to their disabilities. Start the lesson with a video; What is Marketing? *https://www.youtube.com/watch?v=8Sj2tbh-ozE* (Eng.) (5 min) Video: Best Free Marketing Tools for More Traffic & Sales (Online Business For Beginners) *https://www.youtube.com/watch?v=m1p_8OIi4bA* (20 min) Discussion with students about Marketing; meaning, creativity, commercials that they think are good – why? (20 min) **Task 2:** Worksheet 1-1_ My marketing campaign Divide students in pairs. Each pair decides what is a product/service that they want to use for their marketing campaign. You hand out Felt-tip pens and A3 paper. The students must draw their vision for the marketing campaign product/service (ad). (45 min) The pairs then present their ad for the product/service to the class. (45 min) **Task 3:**

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	Social media, discuss with students. - List social media. - Which ones do you use? Which the most? Why? - Do you find influencers important for marketing, for the success of certain products? Why? (30 min) **Task 4:** - Wrap it up (5 mins)
Useful Resources referenced to DATABANK (IO2-A2)	Resource: DATABANK /P1/ M1/30 Handbook, Article, Understanding consumer database marketing *https://www.emerald.com/insight/content/doi/10.1108/10878571311318196/full/html* DATABANK/P1/ M1/2 Article, Using the customer journey to road test and refine the business model *https://www.emerald.com/insight/content/doi/10.1108/10878571311318196/full/html*
Tips	***Level 5:*** KNOWLEDGE • Conducts marketing through social media or online marketing methods • Has the knowledge of the basics of advertising and to be able to apply the methods in practice SKILLS • Identifies customer needs • Analyses different ways of advertising a product/service (TV, social media, magazines, radio) • Identifies connections between advertisements and products COMPETENCE • Is independent in the storytelling of an advertisement • Active user of social media or online marketing methods • Giving effective feedback ***Level 6:*** KNOWLEDGE • Names the key components of innovative marketing methods • Presents the basic knowledge of negotiation SKILLS • Apply and develop new innovative methods in practice (collaboration with influential people, games,…) COMPETENCE • Develops and create new innovative methods, independently • Is a good negotiator Link to a worksheet that the teacher prints for students *https://en.islcollective.com/english-esl-worksheets/vocabulary/advertisingmarketing/marketing-vocabulary/106715.*

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	Literature study How to Find and Target Your Social Media Audience, where various worksheets are also available *https://blog.hootsuite.com/target-market/* .

Worksheet 1

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I.1-1[My marketing campaign]

Work in pairs. Each pair decides what is a product/service that they want to use for their marketing campaign (the product you are selling). Draw your vision for the marketing campaign for your selected product/service.

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