



**PROJECT: ENTRE4ALL COMMUNITY SUPPORT CENTRES:
AN INNOVATIVE OUTREACH PROGRAMME TO EQUIP
ADULTS WITH DISABILITIES WITH KEY COMPETENCES
(SOCIAL ENTREPRENEURIAL AND DIGITAL)
OUTPUT 2 – EDUCATIONAL KIT: Training Techniques & Handouts**

TEMPLATE A1: Training Techniques and handouts for adult educators/teachers/trainers,
which will be used for the ENTRE4ALL EDUCATIONAL PACK

Partner: RIC Novo mesto

Date: October 2020

Module	2. Digital competences
Activity Number	M2-T6-A1
Topic	ICT MARKETING
Learning Outcomes	<p>Level 3 - 4:</p> <ul style="list-style-type: none"> - To learn what are the elements and contents of a web page - To learn how to choose software.
Learning approach	<input checked="" type="checkbox"/> Blended-learning opportunities <input checked="" type="checkbox"/> F2F training <input checked="" type="checkbox"/> Individual e-learning <input checked="" type="checkbox"/> Open-distance learning <input type="checkbox"/> Work-based learning <input type="checkbox"/> Community work <input type="checkbox"/> other (please specify)
Training Technique	Lecture
Duration	90 MINUTES
Facility/ Equipment	Classroom with computers, projector, pen, whiteboard, tables, chairs, personal computers, post-it notes, flip board
Participants will need:	A pen, notebooks
Attached worksheets	<p>I.1-1_ The pros and cons on Graphic design software - for the lecturer I.1-2_ Colors and what they mean to me - For the students</p>
Main Tasks / Procedure	<p>TASK 1: Adjust the lecture according to attendees' disabilities.</p> <p>Start the lesson with the introduction of the lecture, allow the participants to introduce themselves and their background.</p> <p>TASK 2: Slide 73 – Introduce the SEM, SERP and SEO to students and the meaning of Ste terms. Ask them what they would do to optimize their web page. Write their answers on a whiteboard and continue to next slide.</p> <p>TASK 3: Introduce SMM and ask your students to think about the possibilities of it. Show Slide 75.</p> <p>TASK 4: Introduce Content marketing and show Slide 76.</p> <p>TASK 5: Introduce Affiliate marketing and show Slide 77.</p> <p>TASK 6: Introduce Content marketing and show Slide 78.</p>

	<p>TASK 7: Introduce SMS marketing and show Slide 79.</p> <p>TASK 8: Introduce Targeted Advertising marketing and show Slide 80.</p> <p>TASK 9: Slides 81 – 83 Discuss marketing strategies with students. Write down the pros and cons of each strategy on a whiteboard. Ask them which marketing strategy they would use.</p> <p>TASK 8: Wrap it up (5 mins)</p>
<p>Useful Resources referenced to DATABANK (IO2-A2)</p>	<p>Resource: ENTRE4ALL teaching material PowerPoint presentation; http://kotelnikov.biz/coach/marketing_ict_powered.html</p>
<p>Tips</p>	<p>Level 5:</p> <p>KNOWLEDGE</p> <ul style="list-style-type: none"> • ICT marketing techniques <p>SKILLS</p> <ul style="list-style-type: none"> • Marketing techniques • E-shop <p>COMPETENCE</p> <ul style="list-style-type: none"> • Choose and apply a marketing strategy and choice of marketing platforms • Setting up an e-shop • Protection of data <p>Level 6:</p> <p>KNOWLEDGE</p> <ul style="list-style-type: none"> • Creation of e-portfolio <p>SKILLS</p> <ul style="list-style-type: none"> • Creation of e-portfolio • Advantages of an e-portfolio <p>COMPETENCE</p> <ul style="list-style-type: none"> • Advantages of an e-portfolio and its elements • Uses of an e-portfolio • Promotion with and e-portfolio • Data protection

Worksheet 1 Handout – For the lecturer

I.1-1 The pros and cons of marketing strategies

Marketing strategies	PROS	CONS
Blogs		
Public Relations		
Email Marketing		
LinkedIn		
Organic Social Media		
Paid Social Media		
Pay-per-Click		

Worksheet 2 Handout – Colors and what they mean to me - For the students

I.1-2 The meaning of color

SOFTWARE	CONS
Black	
White	
Red	
Blue	
Green	
Yellow	
Purple	
Brown	

