



ACTIVATING WOMEN'S ENTREPRENEURIAL MINDSETS AND SOCIAL CHANGE THROUGH CREATIVITY AND CULTURE IN THE COVID-19 ERA

Intellectual Output 1 - A4: ENTREPRENEURIAL AND DIGITAL COMPETENCE FRAMEWORK



P7 – CMP

MODULE VI: LEARNING HOW TO PROMOTE AND ADVERTISE YOUR BUSINESS ONLINE THROUGH MARKETING CONCEPTS

1. General description of the module

This module, “Learning How to Promote Concepts and Advertise your Business online Through Marketing Concepts” aims to show the importance of Marketing in promoting a business and also to provide trainees with some Marketing tools so that they can implement them. It will contain concepts, strategies and examples.

Adults will learn:

1. Online marketing strategies for small businesses;
2. Ways to promote their business;
3. Types of Marketing Concepts;
4. How to Choose the Right Marketing Concept;
5. Ways To Promote Their Business Online for Free;
6. Things they can't do if they want to promote a business online.

2. List of Topics:

Topic 1: Understand the concept of marketing;

Short description: The main goal of this topic is to provide the necessary information about understanding what Marketing is.

Topic 2: Get to know some of the most used techniques of Marketing;

Short description: The main goal of this topic is to present some techniques of Marketing;

Topic 3: To learn Digital Marketing techniques;

Short description: The main goal of this topic is to learn Digital Marketing techniques.

Topic 4: To know how to choose the marketing technique that best suits the company they are developing.

Short description: The main goal of this topic is to facilitate the choice the marketing technique which best suits the company they are developing.

MODULE VI: LEARNING HOW TO PROMOTE AND ADVERTISE YOUR BUSINESS ONLINE THROUGH MARKETING CONCEPTS					
Topic 1: Understand the concept of marketing;	Main Objectives:	KNOWLEDGE <i>(In the context of EQF, knowledge is described as theoretical and/or factual)</i>	SKILLS <i>(In the context of EQF, skills are described as practical)</i>	ATTITUDE <i>(In the context of the EQF, attitude is described as the ability of the learner to apply knowledge and skills autonomously and with responsibility)</i>	Activities/Lesson Plan
	The main objective of this topic is to provide the necessary information about understanding what Marketing is.	1. I understand the Marketing concepts; 2. I understand what Marketing means; 3. I understand the importance of a Marketing strategy to promote a business.	1. I know the Marketing concepts; 2. I know the meaning of Marketing; 3. I recognise the importance of a Marketing strategy to promote a business.	1. I'm able to put in practice the Marketing concepts; 2. I'm able to identify the meaning of Marketing; 3. I'm able to recognize the importance of a Marketing strategy to promote a business.	1. Introduce the Marketing concepts; 2. Explanation and exchange of ideas about the concepts presented with trainees; 3. Brainstorming about the subject.

<p>Topic 2: Get to know some of the most used techniques of Marketing.</p>	<p>The main goal of this topic is to present some techniques of Marketing.</p>	<p>1. I understand the techniques of Marketing; 2. I recognise the value of the Marketing techniques.</p>	<p>1. I know the concept of Marketing. 2. I know the value of the Marketing techniques.</p>	<p>1. I'm capable to understand the concepts of Marketing; 2. I can perceive the importance of applying the Marketing techniques in my business.</p>	<p>1. At first, we may ask the trainees what they think about Marketing; 2. After we can talk and clarify the concepts with practical examples.</p>
<p>Topic 3: To learn Digital Marketing techniques.</p>	<p>The main goal of this topic is to learn Digital Marketing techniques.</p>	<p>1. I learn Digital Marketing techniques. 2. I learn how to apply the Digital Marketing techniques.</p>	<p>1. I understand the Digital Marketing techniques; 2. I understand the best way how to apply the Digital Marketing techniques.</p>	<p>1. I can apply the Digital Marketing in my business; 2. I can choose the best way how to apply the Digital Marketing techniques.</p>	<p>1. Firstly, narratives will be presented to be analysed by the trainees. In this way they can get a sense of what concepts they have or do not have about the topic. They may also share their opinion; 2. Then, the analysis made based on theory and experience is presented.</p>
<p>Topic 4: To know how to choose the marketing technique which best suits the company they are developing.</p>	<p>The main goal of this topic is to facilitate the choice of the marketing techniques that best suits the company they are developing.</p>	<p>1. I learn the several techniques of Digital Marketing; 2. I learn which Marketing model best suits my company; 3. I learn how to put in practice what I acquired.</p>	<p>1. I Know the several techniques of Digital Marketing; 2. I know to choose the best Marketing techniques for my company; 3. I know how I can put in practice what I acquire with this lesson.</p>	<p>1. I'm capable to understand the several techniques of Digital Marketing; 2. I'm capable to choose the marketing techniques which best suit the company I am developing; 3. I'm proficient to put in practice what I acquired with this lesson.</p>	<p>1. Presenting several techniques of Digital Marketing; 2. Presentation of examples of Digital Marketing; 3. Brainstorming; 4. Put the subjects that they learned into practice.</p>



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