



Session 1 Chapter 9: What is marketing? Marketing tips and tricks

Module Title:	Marketing and Communication			
Session n.1	Title: What is marketing? Marketing tips and tricks			
Duration	1 hour			
Delivery method	Blended <input type="checkbox"/>	Face to face <input type="checkbox"/>	Online learning <input type="checkbox"/>	Distance learning (Learning Platform) <input type="checkbox"/>
		Time:	Time:	Time: 1 h
	Notes on the choice: <i>*The trainer will choose the course delivery method taking into account the interested students location, the available teaching space and resources, social situation, etc.</i>			
Learning objectives	<ul style="list-style-type: none"> • Understand what marketing is • Understand the usefulness of marketing in business • Understand the key steps for the creation of a marketing campaign • Understand the importance of branding 			
Intended learning outcomes:	<p>L01: Students will be able to understand what marketing is</p> <p>L02: Students will be able to identify the basis of marketing</p> <p>L03: Students will be able to understand the importance of branding</p> <p>L04: Students will be able to understand the main steps in order to create a business campaign</p> <p>L05: Students will be able to keep track of the trends and what to consider in their marketing strategy</p>			
Session Details:	Lesson Item:	Method(s) and instructions for trainers:		Required Resource(s):
	Introduction (optimal group size could be: 1-10)	<ul style="list-style-type: none"> - Brief introduction from the tutor about the purpose of the lesson. - <i>Break the ice</i> (proposed exercise) Discussion: ask your class members to express what they understand with the word “marketing” 		<ul style="list-style-type: none"> - PC/ Laptop & Zoom, Teams or any other similar platform (online live lesson delivery)



	<p>Activity 1: Presenting the learning objectives of the course</p>	<ul style="list-style-type: none"> - Brief presentation of the objectives of the session 	<ul style="list-style-type: none"> - PC/ Laptop & Zoom, Teams or any other similar platform (online live lesson delivery) - Guide for Young Migrant Entrepreneurs (English version) Chapter 9 Marketing and Communication (What is Marketing?: Marketing Tips and Tricks; More Marketing Tips and Tricks)
	<p>Activity 2: Explain what marketing is and present the tips and tricks identified</p>	<ul style="list-style-type: none"> - The tutor will start the session with the topic of marketing showing the students the video selected: - The tutor will then present the tips&tricks identified in the Guide. - Present the classroom the marketing tips and tricks identified in the lesson - Interaction with the class making questions to make sure they have understood and provide feedback 	
	<p>Activity 3: Independent practice of the students</p>	<p><i>The tutor can choose from one or more of the proposed exercises:</i></p> <ul style="list-style-type: none"> - (proposed exercise 1) One of the main platform important for marketing is social media. Ask the students to identify which social media is more suitable for their business idea. - Why they have chosen that platform? - What content can attract their target? - After the assignment ask the participants to share with the group what they have identified in the social media aspect. - (proposed exercise 2) Ask the students to: <ul style="list-style-type: none"> o Create your logo and USP o Hashtag to reach your target group/slogan o Quotation on 	<ul style="list-style-type: none"> - PC/ Laptop & Zoom, Teams or any other similar platform (online live lesson delivery)



		<p>innovation, entrepreneurship, leadership</p> <ul style="list-style-type: none"> - (proposed exercise 3) Ask the students to create a plan for an advertising campaign taking into consideration their business idea 	
	Post-Activity Discussion	<ul style="list-style-type: none"> - ask the class members questions about what they have learned throughout the session and if they have any other tips or tricks in the field of marketing. 	
Evaluation methods	Informal and non-formal	Oral review of the exercises proposed	
Didactic materials	Face to face: power point presentation, printed lesson, printed worksheets for assignment(s)		
	Distance learning - Online learning: power point presentation, pdf version of the lesson, .docx worksheets for assignment(s)		
	Distance learning - Moodle - Same for the case when the course will be posted on the project Moodle platform		
In-class assignment 1:	- Students should focus on social media for marketing purposes. They have to carry out a survey and answer the questions identified for the task.		
Additional notes and tips for trainers			
It is important to confront the ideas concerning the task assigned since today social media have a crucial position in marketing promotion. Each participant will have then, even if only to the teacher present his/her work for informal evaluation.			