



## Session 2 Chapter 9: What is communication?

<b>Module Title:</b>	<b>Marketing and Communication</b>			
<b>Session n.2</b>	<b>What is communication?</b>			
<b>Duration</b>	1 hour			
<b>Delivery method</b>	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>			
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>• Understand the importance of communication</li> <li>• Understand the basis for a successful communication</li> </ul>			
<b>Intended learning outcomes:</b>	<p><b>L01: Students will be able to understand what communication is</b></p> <p><b>L02: Students will be able to understand the importance of a successful communication in the business field</b></p> <p><b>L03: Students will be able to identify which steps to take in order to build a successful communication</b></p> <p><b>L04: Students will be able to apply the suggestions identified for a successful communication</b></p>			
<b>Session Details:</b>	<b>Lesson Item:</b>	<b>Method(s) and instructions for trainers:</b>		<b>Required Resource(s):</b>
	<b>Introduction (optimal group size could be: 1-10)</b>	<ul style="list-style-type: none"> <li>- Brief introduction from the tutor about the purpose of the lesson.</li> <li>- <i>Break the ice</i> (proposed exercise) Brainstorming – what do you think is needed for a successful communication.</li> </ul>		<ul style="list-style-type: none"> <li>- PC/ Laptop &amp; Zoom, Teams or any other similar platform (online live lesson delivery)</li> </ul>
	<b>Activity 1: Presenting the learning objectives of the course</b>	<ul style="list-style-type: none"> <li>- Brief presentation of the objectives of the session</li> </ul>		<ul style="list-style-type: none"> <li>- PC/ Laptop &amp; Zoom, Teams or any other similar platform (online live</li> </ul>



	<p>Activity 2: <b>Explain what communication is and present the tips and tricks identified</b></p>	<ul style="list-style-type: none"> <li>- The tutor shall start the session first showing the video identified in the course: <a href="https://www.youtube.com/watch?v=RWzoadzHtiA">https://www.youtube.com/watch?v=RWzoadzHtiA</a></li> <li>- After the video the tutor will continue explaining the topic of communication, taking into consideration the content proposed in the Guide.</li> <li>- Interaction with the class making questions to make sure they have understood and provide feedback</li> </ul>	<p>lesson delivery)</p> <ul style="list-style-type: none"> <li>- Guide for Young Migrant Entrepreneurs (English version) <a href="#">Chapter 9 Marketing and Communication (What is Communication?)</a></li> </ul>
	<p>Activity 3: <b>Independent practice of the students</b></p>	<ul style="list-style-type: none"> <li>- (proposed exercise 1) One of the most important moments in communication is how to start a communication. Dividing the participants in pairs (or individually) they should identify how they can start a conversation with an unknown person. They have to take into consideration:             <ul style="list-style-type: none"> <li>o What questions can be made to break the ice?</li> <li>o How can the business idea be presented?</li> <li>o How to avoid “awkward silence”? what can be done?</li> <li>o After the assignment ask the participants to share with the group what they have identified</li> </ul> </li> <li>- (proposed exercise 2)The students should create a story about entrepreneurship based on the Joseph Campbell-Hero's Journey (Monomito). In order to carry out this exercise the tutor will have to take into consideration the explanation present in <a href="#">Annex VIII</a></li> </ul>	<ul style="list-style-type: none"> <li>- PC/ Laptop &amp; Zoom, Teams or any other similar platform (online live lesson delivery)</li> </ul>
	<p><b>Post-Activity Discussion</b></p>	<ul style="list-style-type: none"> <li>- ask the class members questions about what they have learned throughout the session and if they have any other tips or tricks regarding communication.</li> </ul>	



<b>Evaluation methods</b>	Informal and non-formal	Oral review of the exercises proposed
<b>Didactic materials</b>	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	
<b>In-class assignment 1:</b>	- Students should focus on the start of a conversation. They have to identify an answer for each of the questions proposed in the task.	
<b>In-class assignment 2:</b>	-The students should create a story about entrepreneurship based on the Joseph Campbell-Hero's Journey (Monomito).	
<p><b>Additional notes and tips for trainers</b></p> <p>It is important for the teacher to be familiar with the topic and with the techniques which can be adopted in order to have a successful conversation. In this sense the competences of a coacher can be useful.</p>		