

# Collection of Case Scenarios identified in Italy



## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the Learning object	<b><i>Datamove is hiring staff</i></b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input checked="" type="checkbox"/> Development or improvement of the visual identity of the company. <input type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=Gt6Tfd69gCg">https://www.youtube.com/watch?v=Gt6Tfd69gCg</a>
Description of the context	<i>Gianni Barzaghi, during the interview, tells how the company needs to hire people with skills in software development which will bring innovation and dynamism within the company.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <li>1. Pay attention to what is said during the video interview and try to understand what are the most useful soft-skills to work in a company like Datamove;</li> <li>2. Compare with your classmates in order to understand the most important questions to ask to a potential candidate.</li> </ol>
Results to be achieved	<i>A list of questions and skills that a potential employee should have to work in a company that operates in the software development sector.</i>
Guidance and suggestions	<i>Considering the instruction given by the CEO Gianni Barzaghi and also his personal character, try to think which soft-skills and technical skills should be integrated in the company in order to find new customers and to add innovation and dynamism within the company. Remember that the target of Datamove is composed by business and not by private citizens.</i>
Mistakes to avoid	<i>Avoid closed questions because it would be better to let the candidates speak as much as possible. Don't forget to ask all the necessary questions, in order to be able, then, to compare the answers given by the different candidates.</i>



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## REAL CASE SCENARIO LEARNING OBJECT\_INDUESTUDIO

Title of the Learning object	<b><i>Indie Studio needs to evaluate its results</i></b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input checked="" type="checkbox"/> Development or improvement of the visual identity of the company. <input type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=XgLd_WFa0xs">https://www.youtube.com/watch?v=XgLd_WFa0xs</a>
Description of the context	<i>Emanuele talks about how they constantly try to obtain their results regarding quality, efficiency and deliveries of services they offer.</i>
Practical activity to be performed	<i>Analyze the interview and try to understand what type of questions you can ask to your clients to measure their feedbacks about quality of the service you offer. Try also to create questions to understand if the efficiency of your company is good enough to satisfy your customers.</i>
Results to be achieved	<i>Create a standard model of survey that could be given to your customers.</i>
Guidance and suggestions	<i>Try to understand what types of question best describe what you want to measure. Pay also attention to which type of scales of measurement could give better results to understand your clients. It could be numerical (from "1" to "10") or semantic (from "not satisfied" to "very satisfied")</i>
Mistakes to avoid	<i>Avoid repetitive questions or useless questions, surveys shouldn't be too long otherwise your client could get annoyed and influence results.</i>



## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the Learning object	<b><i>Knoweb works on visual identities</i></b>
Thematic area	<input checked="" type="checkbox"/> <i>Development or improvement of the company website</i> <input checked="" type="checkbox"/> <i>Development or improvement of the visual identity of the company.</i> <input checked="" type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://www.youtube.com/watch?v=dG5mGUjDVyE">https://www.youtube.com/watch?v=dG5mGUjDVyE</a>
Description of the context	<i>Knoweb works on the visual identity of its clients to make them enlarge their customer base.</i>
Practical activity to be performed	<p><i>Try to perform the visual identity of a company of your choice thinking about what type of company it is and which media mostly adapts to its needs.</i></p> <p><i>-What media would you use? Newspaper, Web or just a Social Network profile?</i>  <i>-What would you focus on if you would write an article about the company? What are the products that could mostly catch customers?</i>  <i>-How would you perform its logo?</i>  <i>-How would you perform its website? What message of the company that has to be underlined?</i>  <i>-What kind of media contents could best represent the company on a Social Network (such as Youtube, Instagram or Facebook)?</i></p>
Results to be achieved	<i>The aim of this project is to perform the visual identity of a company in order to enlarge its client base. Students have to understand what type of company is it, what type of products are the best to push, what media contents have to be published on Social Networks and what message the company should focus on.</i>
Guidance and suggestions	<i>Try to be clear when you have to communicate to the clients, don't write too much and make the website catchy. Try to understand what to focus on and use your creativity.</i>
Mistakes to avoid	<i>Try to avoid too long writings on social media and website, and try to avoid big companies with an already good visual identity: it's easier to work on little companies that you personally know.</i>

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the Learning object	<b><i>Marina Rizzini weaves its future</i></b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input type="checkbox"/> Development or improvement of the visual identity of the company. <input checked="" type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=oNiRuKF2hNY">https://www.youtube.com/watch?v=oNiRuKF2hNY</a>
Description of the context	<i>Camilla tells how her mom's company is dedicating its efforts to create a coordinated image on social media. The company is very committed to follow international fashion trends to produce fashionable clothes that fit the needs of its target audience.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <li><i>1. identify some websites and blogs that deal with fashion to understand the trends from which, a company that intends to address a target of women between 40 and 60 years, can take a cue.</i></li> <li><i>2. Identify a social media marketing strategy that allows the company to show in the best way its seasonal collections to their clients.</i></li> </ol>
Results to be achieved	<i>One database of reliable and updated fashion websites that could give inspiration to Bice &amp; Berta.</i> <i>One social media marketing strategy that allows the company, through the exposure of new seasonal collections, to reach the largest number of potential customers.</i>
Guidance and suggestions	<i>Check if there are ambassadors on the web, that deal with high quality cashmere products and if you find them, insert them in the database you need to realize.</i>
Mistakes to avoid	<i>Try not to dwell too much on the most famous fashion bloggers because they often turn to younger customers than Marina Rizzini's one.</i>

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the Learning object	<b><i>Marketing km Zero is optimizing its website with SEO</i></b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input checked="" type="checkbox"/> Development or improvement of the visual identity of the company. <input type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=1gcDuRPw4Tw">https://www.youtube.com/watch?v=1gcDuRPw4Tw</a>
Description of the context	<i>The CEO of Marketing Km Zero, Giorgio Ghisalberty, tells that the most important thing that helped his company from the point of view of the visibility, was their SEO activity.</i>
Practical activity to be performed	<i>Try to realize a SEO project for a company of your choice.</i> <ol style="list-style-type: none"> <li><i>1. Watch carefully the website of the company you have chosen, and try to understand if something could be performed;</i></li> <li><i>2. Check the company's social profiles and try to understand if some content changes are necessary or if they can be improved in some way</i></li> <li><i>3. Think of a way to make the website more easily found by customers and suppliers on search engines.</i></li> </ol>
Results to be achieved	<i>Realize a list of "To do things" which can be used to perform the visibility of the website.</i>
Guidance and suggestions	<i>A key role in a SEO project is the optimization of social media pages. Pay attention to the material published by the company and try to understand what can improve the corporate image and what can tarnish it..</i>
Mistakes to avoid	<i>When you choose the company for which to carry out this project, try to avoid the most known international brands as they have certainly already implemented SEO strategies. Try to choose small businesses in your territory whose website actually needs some upgrades.</i> <i>Do not forget to check if the website's contacts are complete and without errors.</i>



## REAL CASE SCENARIO LEARNING OBJECT\_MULTICONCONSULT

Title of the Learning object	<b><i>Multiconsult is talking about itself</i></b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input type="checkbox"/> Development or improvement of the visual identity of the company. <input checked="" type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=1_8zmfgc7L8">https://www.youtube.com/watch?v=1_8zmfgc7L8</a>
Description of the context	<i>During the video testimonial, Luca Bonfanti, the design manager of Multiconsult, tells about the areas that are managed by the company.</i>
Practical activity to be performed	<i>Try to answer to the following questions:</i>  <i>What are the areas in which the company is divided?</i> <i>What are their business?</i> <i>What are the differences between them?</i> <i>Why Luca tells about Design?</i> <i>What does "Territorial Marketing" mean?</i> <i>In which area can the Incoming Missions be classified?</i> <i>In which area Social Media and Web world can be included?</i>
Results to be achieved	<i>Learning technical and professional language of communication.</i>
Guidance and suggestions	<i>Pay attention to every single part of the video and try to find the most important information. You will be able to find the answers to the questions above.</i>
Mistakes to avoid	<i>Try not to use an inappropriate language to describe the areas of the company</i>



## MULTICONSULT\_LEARNING OBJECT

Title of the Learning object	<b>Multiconsult</b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input type="checkbox"/> Development or improvement of the visual identity of the company. <input checked="" type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=1_8zmfgc7L8">https://www.youtube.com/watch?v=1_8zmfgc7L8</a>
Description of the context	<i>During the video testimonial, Luca Bonfanti, the design manager of Multiconsult, tells about the areas that make up the company.</i>
Practical activity to be performed	<i>Try to answer to the following questions:</i>  <i>What are the areas which compose the company?</i> <i>What are their business?</i> <i>What are the differences between them?</i> <i>Why Luca tells about Design?</i> <i>What does "Territorial Marketing" mean?</i> <i>In what area can the Incoming Missions be placed?</i> <i>In what area Social Media and Web world can be collocated?</i>
Results to be achieved	<i>Learning technical and specialistic language of communication.</i>
Guidance and suggestions	<i>Pay attention to every single part of the video and try to find the most important information. You will be able to find the answers to the questions above.</i>
Mistakes to avoid	<i>Try not to use an inappropriate language to describe the areas of the company</i>



## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the Learning object	<b><i>Pronto e Sano analyses the market</i></b>
Thematic area	<input checked="" type="checkbox"/> <i>Development or improvement of the company website</i> <input checked="" type="checkbox"/> <i>Development or improvement of the visual identity of the company.</i> <input checked="" type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://www.youtube.com/watch?v=ChmAeC5jYu8">https://www.youtube.com/watch?v=ChmAeC5jYu8</a>
Description of the context	<i>Matteo Breda has designed and built a new cooking machine and wants to start producing it and putting it into the market. First, he would like to know if the kitchen equipment suppliers, who are his target, would be interested in buying this kind of machine.</i>
Practical activity to be performed	<i>Analyse kitchen equipment suppliers' interest in purchasing renting equipment addressed to catering restaurants.</i>  <i>Do it in 3 phases:</i> <ul style="list-style-type: none"> <li>- <i>Produce a list of potentially interested suppliers to contact</i></li> <li>- <i>Create a technical information sheet on the equipment that you want to promote and send it to the contacts that you have found</i></li> <li>- <i>Store a list of feedback obtained via telephone and e-mails</i></li> </ul>
Results to be achieved	<i>Create a database with the list of names of suppliers contacted, their contact information, the response received from each of them and their feedback.</i> <i>Create an email template which contains a hypothetical brochure of the product, then send it to the companies. Call them after a week to understand the interest.</i>
Guidance and suggestions	<i>Try to be accurate in tracking the contacts you had with different companies.</i> <i>Find out all the information about them and do not forget to write down with whom you spoke.</i>
Mistakes to avoid	<i>Try not to be superficial in organizing your work, it would be better to previously create a Gantt scheme in order to organize the activities that you are going to carry out in your time.</i>

## REAL CASE SCENARIO LEARNING OBJECT\_SIT

Title of the Learning object	<b>Create a customized offer for a client</b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input type="checkbox"/> Development or improvement of the visual identity of the company. <input checked="" type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=k2uYObfirZA&amp;t=121s">https://www.youtube.com/watch?v=k2uYObfirZA&amp;t=121s</a>
Description of the context	<i>SIT Srl creates marketing plans for its clients, it gives a great offer to its customers because it's able to produce customized solutions for any requests.</i>
Practical activity to be performed	<i>Try to understand needs of an hypothetical customer company to setting up a web site as a show case for its products. Create an activity plan to suggest a customized solution.</i>
Results to be achieved	<i>Create a list of questions to be submitted to the client in order to understand his needs and create an offer.</i> <i>Possible questions could be:</i> <ul style="list-style-type: none"> <li>- Expected budget</li> <li>- Time of realization</li> <li>- People that have to work on the project</li> <li>- Products or Services that have to be sold</li> <li>- Contractual clauses</li> </ul>
Guidance and suggestions	<i>Try to choose wisely your questions. You can also use already made models that you can find in internet to elaborate offers. Describe as good as you can the services or products that you can customize.</i>
Mistakes to avoid	<i>Try to ask only yes-and-no questions and don't give way to open answers. Try not to provide legal backgrounds when you create questions.</i>

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the Learning object	<b><i>Soluzione Informatica is hiring staff</i></b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input checked="" type="checkbox"/> Development or improvement of the visual identity of the company. <input type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=DtqTO8vlnE">https://www.youtube.com/watch?v=DtqTO8vlnE</a>
Description of the context	<i>Marco Brena tells that the biggest challenge in his activity consists in working alone. You are supposed to hire someone to help him carrying out his marketing activities in the best way.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <li><i>1. Pay attention to what is said during the video interview and try to understand what are the most useful soft-skills to work in a company that deals with IT consulting;</i></li> <li><i>2. Compare with your teammates to understand the most important questions to ask a candidate to select a new employee for the company.</i></li> </ol>
Results to be achieved	<i>A list of questions and skills that a potential employee should have to work in a company that gives IT consultancy in the business world.</i>
Guidance and suggestions	<i>Considering Marco Brena's training background and also his personal character, try to think which soft-skills and technical skills should be integrated in the company in order to find new customers. Remember that the target of Soluzione Informatica is composed by business and not by private citizens.</i>
Mistakes to avoid	<i>Avoid closed questions because it would be better to let the candidates speak as much as possible. Don't forget to ask all the necessary questions, in order to be able, then, to compare the answers given by the different candidates.</i>



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## REAL CASE SCENARIO LEARNING OBJECT\_SOSTANZA

Title of the Learning object	<b><i>Sostanza Srl needs new employees</i></b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input type="checkbox"/> Development or improvement of the visual identity of the company. <input checked="" type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	
Description of the context	<i>The manager talks about what types of skills their employees need to have. She mostly focuses on soft skills.</i>
Practical activity to be performed	<i>Analyze the interview and try to understand what skills are most important to work for the company. Try to simulate a job interview to show your personal capabilities to an interviewer.</i>
Results to be achieved	<i>Simulate a job interview and show your qualities</i>
Guidance and suggestions	<i>Understand what an interviewer is expecting from you, be concrete, make examples to show your skills. Quote life or working experiences you made or social activities you took part into. Demonstrate your soft skills practically.</i>
Mistakes to avoid	<i>Avoid dialectical expressions or uncertainty. Don't answer: "I don't know" or "I'm not able to do it".</i>

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the Learning object	<b><i>Step3D is performing its visual identity through the Social Media</i></b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input type="checkbox"/> Development or improvement of the visual identity of the company. <input checked="" type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=WZ8xRe09RDI">https://www.youtube.com/watch?v=WZ8xRe09RDI</a>
Description of the context	<i>Stefano tells how, thanks to the use of internet and social media, he could get in touch with several professionals in his sector. Internet plays a fundamental role for a start-up that tries to emerge.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <li><i>1. Review the video to find out more about the company and its requirements</i></li> <li><i>2. Review the current Facebook and Instagram pages and try to understand if there are any obvious improvements that could be made</i></li> <li><i>3. Identify a solution that would allow the company to improve its business and its professional network</i></li> </ol>
Results to be achieved	<i>The realization of a social media marketing solution that could help the entrepreneur with the generation of more professional contacts and customers.</i>
Guidance and suggestions	<i>Consider things such as contact details, information provided, portfolio of previous products and the quality of Instagram pictures. Also consider the lead generation process – which similar Facebook pages are followed by potential clients and by partners?</i>
Mistakes to avoid	



## REAL CASE SCENARIO LEARNING OBJECT \_WEELGO

Title of the Learning object	<b><i>Weelgo Srl needs an updated Website</i></b>
Thematic area	<input checked="" type="checkbox"/> <i>Development or improvement of the company website</i> <input type="checkbox"/> <i>Development or improvement of the visual identity of the company.</i> <input type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://www.youtube.com/watch?v=CPo5dvOTWVs">https://www.youtube.com/watch?v=CPo5dvOTWVs</a>
Description of the context	<i>Weelgo Srl's Website is not updated. The account manager and the technician and consultant do not have time to keep updating it with new activities and plans.</i>
Practical activity to be performed	<i>Try to find an easy way to create on a website a menu list where to add "progress and activities carried out by the enterprise"</i>
Results to be achieved	<i>Create for the manager a part of the website easy to access where it is possible to upload short summaries of developments made by Weelgo Srl</i>
Guidance and suggestions	<i>Keep the page creative, use words that interest customers</i>
Mistakes to avoid	<i>Do not add too many little parts in the website: it will mess clients' aim on the website, making it difficult to reach</i>

