

# Collection of Case Scenarios identified in Spain



## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	A new website for ACICOM
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://youtu.be/wJkzWmdz16Y">https://youtu.be/wJkzWmdz16Y</a>
Description of the context	<p>ACICOM, Citizenship and Communication Association, was born in 2009 in Valencia with the aim to protect the citizens' right to access information, free expression and communication. The association works on improving the quality of the citizens' digital media diet, also trying to reduce the digital gap through workshops on communication techniques for both individuals and civic association, debates, conferences, press initiatives, etc.</p> <p>ACICOM is also officially recognized as a Consumers' Association.</p> <p>The association has a 1.0 website and is planning to set up a new 3.0 website, which will integrate some technical solutions, like electronic newsletter, etc.</p> <p>The aim is to structure all the information in a simpler way and to reach out segmented audiences. It should also be more interactive and, at the same time, user-friendly.</p> <p>Although the available resources are not many, the association cares a lot about "social marketing" and try to reach out new audiences using social media, especially Facebook. Social media usage is quite limited to Facebook as this is the simplest channel that the majority of the board members are familiar with the most.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p><i>Go through and analyse the Video interview to ACICOM President and understand its expectations</i></p> <p><i>Imagine and design a new website proposal as you should present it to the association board members.</i></p> <p><b>Results</b></p> <p><i>1 new website proposal</i></p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>Analyse the existing website to keep in mind the elements that association is happy with in order to integrate them in the new proposal</li> <li>Search for 3 similar associations' websites and keep note of some innovative elements</li> <li>Listen very carefully to the needs expressed in the video</li> <li>Get it interactive and modern but not too sophisticated.</li> </ul>

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*Project partners will have to produce real life case scenario learning objects, related to the video interviews*

*Each learning object will start from interesting inputs coming from the interview with entrepreneurs/company manager.*

*Each learning object will aim to enrich VET teachers classroom activities by challenging students with practical activities to consolidate their specific knowledge, competences and skills.*

Title of the learning object	Improving the company website for Ascensión Latorre
Thematic area	<p><input checked="" type="checkbox"/> Development or improvement of the company website</p> <p><input type="checkbox"/> Development or improvement of the visual identity of the company</p> <p><input type="checkbox"/> Development or improvement of the Social Media Marketing strategy</p>
Link to the Video	<a href="https://youtu.be/AlxkDa0P3DI">https://youtu.be/AlxkDa0P3DI</a>
Description of the context	<p>Ascensión Latorre is a family company with 42 years of experience in manufacturing medium and high standard design furniture. The target of the company are medium-high buying and wealthy power customers, that search for tasteful luxury products.</p> <p>Since the very beginning of the business, the company has been paying a lot attention to the brand and visual identity, managed and supervised by a graphic designer with expertise in premium lifestyle. The brand of the company well transmits the originality and singularity of its products, and is considered one of the most valuable asset of the company.</p> <p>The company has a person, responsible to manage social media profiles, that aim to transmit values and vision of the company through the items, rather than simply showing commercial products.</p> <p>The company webiste has been created by a famous graphic designer, and staff is satisfied with it, as it is modern, fresh and original. Nevertheless, the company would like to improve it, adding new functionalities like a 3D gallery section, to let customers better create their projects, or integrating a simpler and more updated payment platform.</p>
Practical activity to be performed	<p><b>Activities</b></p> <p>Go through and analyse the Video Interview to the financial manager of Ascensión</p>

Results to be achieved	<p>Latorre and set up a plan to improve the website of the company.</p> <p><b>Results</b></p> <p>1 Proposal for a website</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>Analyse the company website, paying attention to the different products</li> <li>Search for similar companies website who has integrated 3D gallery sections</li> <li>Set up a plan to integrate this new functionality and other improvement that fits with company's needs.</li> </ul>



## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	Analysis of ASEPRI'S Social Media Marketing Strategy
Thematic area	<input 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 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=VXcdw9CqSq4">https://www.youtube.com/watch?v=VXcdw9CqSq4</a>
Description of the context	<p>Spanish National Association for Children's Fashion and Childcare, (ASEPRI), located in Valencia, gathers 300 brands for kids fashion, footwear and childcare.</p> <p>The main mission of the association is supporting its members to operate internationally, also providing them with tools and orientation to foster innovation. ASEPRI'S clients are Spanish manufacturers of children's fashion and footwear, childcare or international manufacturers with headquarter in Spain.</p> <p>On February 2017, the association opened a new-brand website that led to increasing a 50% the number of visits. It also manages another website, aimed at promoting its members' products on the international markets, and through which members are also informed about business opportunities. From September 2017 the association is also working more on SEO to improve the effectiveness of the website.</p> <p>Currently ASEPRI outsources the services of a Community Manager and is active on Instagram, Facebook, LinkedIn, YouTube and Twitter page. Each page has its target market.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p>Go through and analyse the Video interview to ASEPRI director</p> <p>Make an Analysis of the Social Media Marketing strategy</p> <p><b>Results</b></p> <p>1 Analysis of the Social Media Marketing strategy</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>• Have a look to the association's social media pages</li> <li>• Analyse the way the Community Manager is managing the pages</li> <li>• Find out strengths and come up with at least 3 suggestions on new measures to introduce</li> </ul>

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	<i>Interview Ciber Computer Algemesi – Spain</i>
Thematic area	<input 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 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=qA05Dj17-ww">https://www.youtube.com/watch?v=qA05Dj17-ww</a>
Description of the context	<p>The company works in the IT sector; it sells and provides repairing services to final clients and also offer more complex services and solutions to companies, like managing company servers, integrated company management services, managing domains, e-mail accounts, social networks, etc.</p> <p>The company has different webpages: the corporative one that was set up by Wordpress at the very beginning, and that is still operative today, a webpage dedicated to the repairing service, aimed at the management and sales of repair material for mobiles, tablets, laptops, computers, another one aimed at the sale of ink, toners, consumables, etc. The company also has one dedicated to the social networks, displaying tutorial through a Youtube channel.</p> <p>The company is quite satisfied with their brand and visual image.</p> <p>In terms of social networks, the company is already using them (like, Facebook, Youtube, Twitter and LinkedIn), although it is willing to improve their use for marketing purpose and to invest more in them, having a person responsible to manage this specific area.</p> <p>The main goal the company wants to achieve through social networks is made the company be broadly known and to reach out new customers. The main message to be transmitted is Confidence.</p>
Practical activity to be performed	<i>Watch the video carefully and have a look at the company's social media pages. Then identify the improvements that could be made in terms of social media marketing strategy.</i>
Results to be achieved	<i>1 social media marketing strategy plan that meets the company's needs in terms of goal and message to transmit.</i>

Guidance and suggestions Mistakes to avoid	<ul style="list-style-type: none"><li>• <i>Analyse the company's social media pages</i></li><li>• <i>Analyse the expectations that manager expressed in the videos</i></li><li>• <i>Make the strategy appropriate to the expectations and the image of the company.</i></li></ul>
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Title of the learning object	Improving the webiste of the El Moli Lab
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://youtu.be/cdaUfmGFXQg">https://youtu.be/cdaUfmGFXQg</a>
Description of the context	<p>EL MOLI LAB is a co-working and collaborative space located in a very natural and farming environment, that promotes sustainable creativity and supports a community of freelancers to develop their own projects and small businesses.</p> <p>It also develops its own agenda of training activities, leisure and cultural events, with the aim to offer development opportunities and to create community.</p> <p>Its webpage is structured accordingly two main purposes: on one hand, to give visibility to the co-workers and their project/ businesses, on the other, to promote the services provided, describing spaces that can be asked for rent by individuals, companies and organizations. The director would like to integrate some functionalities and make it more interactive.</p> <p>Concerning the social media, the co-working has profiles in the main ones, and also has a social media marketing strategies, developing online and payed campaigns through Facebook ads, etc. The co-working is willing to keep working on these campaigns and to integrate new ones in order to achieve a bigger impact.</p> <p>The logo is meant to transmit the double spirit of the project: tradition and innovation.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p>Go through and analyse the Video Interview to EL MOLI LAB Director and make a proposal on how to improve the co-working webiste, integrated new functionalities.</p>

	<p><b>Results</b></p> <p>1 Proposal of a new Website.</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>• Analyse the existing webiste</li> <li>• Keep in mind the needs that have been expressed by the director in the video and the eventual suitable functionalities.</li> <li>• Have a look at similar companies webiste to get some inputs.</li> </ul>

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	Exponent
Thematic area	<input type="checkbox"/> Development or improvement of the company website 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=wGFglG2ORDs">https://www.youtube.com/watch?v=wGFglG2ORDs</a>
Description of the context	<p>About the 90% of the activities run by the <b>Exponent</b> deal with counselling in the sector of insurance and finance sector. Besides that, the company provides additional specific services, like:</p> <ol style="list-style-type: none"> <li>1. <b>Innovación Aseguradora</b> (Security Innovation): a forum about innovation and studies related to technological solutions and social media in the financial and insurance sector</li> <li>2. Two technological solutions: <b>Aimfri</b> that is an e-commerce platform for insurance and <b>Weanalyze</b>, a platform for the analysis of open data.</li> </ol> <p>The company has different web pages, one for each activity. Exponent Website summarizes all services and activities. Furthermore, specific webpages are available for specific services; Innovación Aseguradora has an its own page which displays analytical reports, as well as Weanalyze which provide through its page the marketing of the services of the analytical platform. From an architecture point of view, all three pages have been set up by Wordpress.</p> <p>The company also works with different types of architectures, for example the analytical solution which is not a real web page, being platforms which are not available to the public.</p> <p>The company is willing to keep improving the branding and visual identity, differentiating the strategies according to the 3 different typologies of services offered (3 brands above mentioned). Company do not invest much in Social Media Marketing (i.e. does not run online adverts campaigns) and not use SEO or SEM as it considers more relevant to develop an efficient networking strategy, considering the most part of their work is a Business-to-Business type. That is why the social media most used by Exponent is LinkedIn.</p>
Practical activity to be performed	Design a social media strategy suitable to increase business relationships and networking with new customers, in the framework of the B2B context
Results to be	1 Social Media Strategy plan for networking and reaching out new customers



achieved	
Guidance and suggestions Mistakes to avoid	<i>When designing the Social Media Strategy plans, please, take in mind the expectations of the company, the type of business it runs (B2B) in order to select the most suitable social networks and create an adequate plan.</i>



## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	New Website for FyG Consultores
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=xmQWzFX4Tfs">https://www.youtube.com/watch?v=xmQWzFX4Tfs</a>
Description of the context	<p>FyG Consultants is a strategic consultancy based in Valencia, specialized in internationalization and innovation for companies. FyG provides several kinds of services to companies, on one hand, to support them throughout their internationalization process, and on the other hand, to help them implement some innovation. The company also takes part in several EU projects, and orientates other entities on how to participate and to apply for the most suitable programs. Due to the diversity of the activities developed, (advisory services for internationalization, participation in EU projects, etc.), the amount of information is quite big and demands a constant updating of the website as well as a strategic use of social media, each of them aiming at reaching specific target group and goal.</p> <p>The most used are Facebook, Twitter and LinkedIn. Facebook is mainly used to target young people, LinkedIn has a more extensive use in professional field, and Twitter is being used as an additional tool, with no specific target. Due to the dynamism of the company, the CEO stresses the need to adjusting both website and the brand to the continuous evolution of the company. He also mentions the challenge to clearly explain what the company is about to a new public.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p>Go through and analyse the Video interview to FyG Consultores CEO and understand his expectations</p> <p>Imagine and design a proposal to update the website according to the needs expressed by the company</p> <p><b>Results</b></p> <p>1 plan to improve the website</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>Analyse the existing website of the company and pay attention to the different services it offers and the activities it carries out</li> <li>Have a look at 3 similar companies' website</li> <li>Come up with ideas to organize contents and sections in a very accessible way</li> <li>Think about some solutions to facilitate the ongoing updating</li> </ul>



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Title of the learning object	Social Media Marketing Strategy for Márcate Camisetas
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=ZuuqWJj1JTQ">https://www.youtube.com/watch?v=ZuuqWJj1JTQ</a>
Description of the context	<p>Márcate Camisetas is dedicated to textile printing, on t-shirt, jumpers, bags, hats and any other textile items. Clients are very different, and can be both individuals or companies.</p> <p>The company has a webiste, that is being constantly updated and changed, and through which clients can consult the rich stock of products, send orders and personalize them.</p> <p>Company has also Facebook and Instagram, and is very aware of the importance to exploit the social media potential to reach out new clients. Social media pages are managed by the 2 managers of the company, according to their availability that usually changes depending on the work load.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p>Go through and analyse the Video interview to Márcate Camisetas Manager and figure out a suitable social media marketing strategy for the company.</p> <p><b>Results</b></p> <p>1 proposal of Social Media Marketing strategy</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>• Have a look at the company social media pages</li> <li>• Set up an integral social media marketing strategy to promote the company services and products</li> <li>• Take in mind that managers have not so much time to spend on it, so make it clear, easy to run and effective.</li> </ul>

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Title of the learning object	Social Media Marketing Strategy for Museo Valencià de la Festa
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=52Ah2OtHfGE">https://www.youtube.com/watch?v=52Ah2OtHfGE</a>
Description of the context	<p>The Valencian Festivity Museum is a local museum, based in Algemesi (Valencia) with an international prominence, and promote the Festivity of the Holy Mother of the Health, officially recognized by UNESCO as cultural heritage of Humanity.</p> <p>Besides the permanent exhibition, the Museum also host temporary exhibitions of modern art, traditional clothing, etc.</p> <p>The Museum has a webiste that, although attractive, is being constantly under review and need to be improved to be more modern and updated.</p> <p>As to social media, the Museum has a Twitter and Instagram pages. The Museum director is full aware of the key role of social media nowadays, and how appealing and captivating can be working on them. Nevertheless, the Museum has limited resources to invest more in them; they also would like to do more and better in social media, and to exploit their full potential to promote the cultural heritage worldwide.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p>Go through and analyse the Video interview to the Director of the Museum, and figure out a suitable social media marketing strategy.</p> <p><b>Results</b></p> <p>1 proposal of Social Media Marketing strategy</p>

Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>• Have a look at the Museum Instagram and Twitter pages</li> <li>• Have a look at the social media pages of other intangible heritage museums</li> <li>• Set up an integral social media marketing strategy to promote the Museum, the festivity and other activities</li> <li>• Take in mind that Museum staff have not so much time to spend on it, so make it effective and handy to use.</li> </ul>
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## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	Strengthening the Social Media Marketing for Pixelarte
Thematic area	<input 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 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=C_R3ry4y0Ww">https://www.youtube.com/watch?v=C_R3ry4y0Ww</a>
Description of the context	<p>Pixelarte is a design studio, located in Valencia, dealing with web and graphic design. The studio is mainly engaged in designing all the items related to the identity of a company, from the logo, the website, the dossiers and any type of catalogue and digital or print assets.</p> <p>The main objective of the studio is supporting companies and professionals in communicating and promoting themselves. The studio team is composed of young and very dynamic people. Being a design studio, a lot of attention is paid to the website in terms of quality of the contents and images as well as to the care of the visual identity, aiming at transmitting clear messages (like trust) to the target audience.</p> <p>Social media are also a key element for the company that is strategically using them according to each specific purpose and target groups. Pixelarte has online presence in Facebook, Twitter, Instagram, Pinterest and Behance. Accordingly to the identity of the company and its professional sector, Pixelarte make a more intensive use of Behance and Instagram.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p>Go through and analyse the Video Interview to Pixelarte Creative Director and make a proposal on how to improve the social media marketing strategy as you should present it to the creative director.</p> <p><b>Results</b></p> <p>1 Proposal of Social Media Marketing containing suggestions to improve the existing strategy.</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>Analyse the existing PIXELARTE social media marketing strategy, pointing out both strengths and aspect to be improved</li> <li>Search for 3 innovative marketing measures for design studios</li> <li>Keep in mind that the studio has a lot of expertise in communication, so try to find very innovative and new solution to strengthen their social media marketing</li> </ul>

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	New Website for RuralDev
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=IVZ1mlqp_c">https://www.youtube.com/watch?v=IVZ1mlqp_c</a>
Description of the context	<p>RuralDev is a Social Start-up dealing with NGO management and local farming development. The mission of the start-up is to connect local companies with non-profit organizations in developing countries, offering the latter with technological solutions or other kind of aid to improve their performance.</p> <p>The role of the companies is to fund the project that benefits small NGOs through their CSR policies.</p> <p>To make connections, communication strategy is both directed to the companies (""sponsoring clients") and the NGOs ( ""beneficiary clients").</p> <p>As the team is composed by only one permanent person while the rest are volunteers, human resources composition is constantly changing so the manager is the one who deal most with the social media; Facebook, Twitter and Instagram.</p> <p>The manager stresses the need to have a new updated webpage, as the existing one was created at very beginning of the project.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p>Go through and analyse the Video interview to RuralDev Manager and understand her expectations</p> <p>Design a proposal for a new and more completed webpage</p> <p><b>Results</b></p> <p>1 Proposal for a new webpage</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>Analyse the existing webpage, taking notes of the key elements to be kept and the shortages to be covered</li> <li>Have a look at 3 similar companies' website to get some inputs</li> <li>Think about innovative and suitable technical solutions to be implemented</li> <li>Keep in mind who are the main target groups the start-up aim to reach out</li> <li>Don't get it too complicated. Remember that, currently, the start-up does not count with fixed human resources to maintain it.</li> </ul>

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	Proposal for improving Social Media Marketing for The Social Nest
Thematic area	<input 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 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=XB8Dlhbj_8">https://www.youtube.com/watch?v=XB8Dlhbj_8</a>
Description of the context	<p>Social Nest is an organization founded at the end of 2010 with the aim of generating a positive social and environmental impact through entrepreneurship, supporting people in developing entrepreneurial initiatives with high social impact. The services provided by the Foundation are: support services, training, advice, networking, events, contacts and facilitation to access funding opportunities.</p> <p>The Foundation also runs a co-working space, The Nest space, an innovation and entrepreneurship hub that facilitates collaboration and networking among companies, investors, mentors, etc., also providing workshops and knowledge sharing.</p> <p>The Foundation manages two interlinked webpage; one for the Foundation and the other one for The Nest collaborative space. It is also active in social media, like Facebook, Twitter and LinkedIn and some inversions have been also made to increase the results of the social media strategy.</p> <p>A next step would be open an Instagram account for The Nest space; it would be a first experience in the Instagram. The logo has been recently renewed and the team is very satisfied with it as it well reflects the essence and the spirit of the foundation. The aspiration of the Foundation is growing nationally and internationally, it is already supporting foreign people in developing their entrepreneurial initiatives.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p>Go through and analyse the Video interview to Social Nest President and understand what the next future steps the foundation would take are.</p> <p>Set up a proposal for strengthening the Social Media Strategy</p> <p><b>Results</b></p> <p>1 proposal for strengthening the Social Media Strategy</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>Analyse the existing Social media pages of the Foundation and The Nest space</li> <li>Think about how to increase the strategy, especially for The Nest space</li> <li>Do not forget to keep both a local and international approach</li> </ul>

	<ul style="list-style-type: none"><li>• The Foundation is already working on social media, even has invested in them. Try to provide very innovative solutions to give the proposal a real added-value for the foundation.</li></ul>
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## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	New Website for the Valencia Language Club
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=filtmBSutoo">https://www.youtube.com/watch?v=filtmBSutoo</a>
Description of the context	<p>The Valencia Language Club is an English academy that provides language classes using innovative teaching strategies and very flexible solutions to students, in terms of payment and schedule.</p> <p>For the company the webpage is a key channel to reach out students and to make them actively participate to the planning of their classes and activities. Nevertheless, the company would like to make it more interactive, implementing new solutions like a video chat, a forum for the students, a section where download lessons materials, etc.</p> <p>The company also uses social networks, especially Facebook for advertising, for online marketing and keeping in contact with the students, and the Instagram. As the company has been growing and many other academies have been opened in other places, the logos also need some adjustment; either creating just 1 logo representing all the academies, or changing the existing in colors.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p>Go through and analyse the Video interview to Valencia Language Club Manager and understand her needs in terms of webpage.</p> <p>Imagine and create a new webpage</p> <p><b>Results</b></p> <p>1 new webpage proposal</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>Analyse the existing webpage of the company and take notes of the elements to be kept</li> <li>Have a look at 3 webpage of English schools and take notes of some innovative features</li> <li>Include all the technical solutions that cover the company's needs.</li> <li>Make it appealing and in line with the visual identity of the company.</li> </ul>

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*Each learning object will aim to enrich VET teachers classroom activities by challenging students with practical activities to consolidate their specific knowledge, competences and skills.*

Title of the learning object	Improving the webiste of Xarxa Mujeres
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=JG4x6eIXPso">https://www.youtube.com/watch?v=JG4x6eIXPso</a>
Description of the context	<p>Xarxa Association is an organization that provides an integral assistance to women with any kind of disabilities, running programs, services and organizing training and leisure activities. Xarxa operates at national level, although the headquarter is based in Valencia.</p> <p>Through the webiste, the association constantly promotes its activities, publishes news and also receives, through online forms, requests of legal or psychological assistance. On the web, women can also register as member. The association also uses Facebook to promote services and activities, to have an ongoing communication with users and also provide a space where members can get in contact among themselves.</p> <p>The association is quite satisfied with the website, as it ensures a smooth communication with members; nevertheless, there are some adjustments that could improve it.</p> <p>The logo is also a key part of the visual identity and well represents the mission and values of the organization.</p>
Practical activity to be performed	<b>Activities</b>
Results to be achieved	<p>Go through the Video Interview with the Program Technician of Xarxa Mujeres, and make a proposal for improving the website, accordingly to the expressed needs.</p> <p><b>Results</b></p> <p>1 Proposal of a new Website.</p>



Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"><li>• Analyse the existing webiste</li><li>• Keep in mind the needs that have been expressed by the program technician in the video and the correspondent potential changes</li><li>• Have a look at 2 similar companies webiste to get some insights</li><li>• Make it attractive and user-friendly for members and users</li></ul>
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