

## REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	Marketing conditions and possibilities by Viber programme. Internship vacancies are open.
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=yA-Z64OdrG4">https://www.youtube.com/watch?v=yA-Z64OdrG4</a>
Description of the context	<p>Head of Sales Department of Kaunas Credit Union Linas Dabulskis briefly presents the company, distribution of works in organisation regarding marketing and tools that they use due to attract new clients.</p> <p>The company is interested in advertising opportunities by Viber programme. Kaunas Credit Union would like to get gathered information, practical situations what are the conditions, troubles, effectiveness to reach target group by Viber programme.</p>
Practical activity to be performed	Gather information about marketing solutions using Viber programme (features, pricing, term, etc.), search for practical information, experience of other companies, reviews about effectiveness of this solution. Prepare 3 different kind of proposals of Social Media Marketing Strategy for the company using Viber and other optional programmes.
Results to be achieved	<p>3 optional proposals of Social Media Marketing Strategy for the company (including Viber and other options).</p> <p>Present Viber and 2 other programmes features and effectiveness for organisation marketing strategy.</p>
Guidance and suggestions	Listen the video, gather information about the company, marketing solution experience of other companies and prepare creative proposals.
Mistakes to avoid	Be creative and think for unique proposals.

