

**REAL CASE SCENARIO LEARNING OBJECT\_RUBBEE**

Title of the learning object	<i>Ideas to create attractive website for portable electric engines for bicycles (Company is interested on proposals – internship/potential working place)</i>
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=Ya8DEyd3YDc">https://www.youtube.com/watch?v=Ya8DEyd3YDc</a>
Description of the context	<i>CEO and Founder of JSC Rubbee Gediminas Nemanis briefly presents the company, product (portable electric engines for bicycles) and plans for development, marketing strategy (website, social media, target group).</i>
Practical activity to be performed	<i>Go through and analyse the Video interview and understand its expectations. Imagine and plan 3 different examples of new website for the company as you would have to discuss them with the management board.</i>
Results to be achieved	<i>3 proposals for improving website</i>
Guidance and suggestions	<i>Analyse the existing website in order to integrate its message in the new one Analyse at least 3 similar existing examples of similar companies Listen very carefully to the expectations of the company</i>
Mistakes to avoid	<i>The company wants to develop and build the website that brings the most newsletters subscriptions, to convert old version of the website into a new one. In the past they already changed website several times, now they want to make one which could be edited with additional options in the future and avoid changing whole website.</i>