

MULTICONSULT_LEARNING OBJECT

Title of the Learning object	Multiconsult
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	https://www.youtube.com/watch?v=1_8zmfgc7L8
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	<p><i>Try to answer to the following questions:</i></p> <p><i>What are the areas which compose the company? What are their business? What are the differences between them? Why Luca tells about Design? What does "Territorial Marketing" mean? In what area can the Incoming Missions be placed? In what area Social Media and Web world can be collocated?</i></p>
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>

