

Collection of Case Scenarios identified in Lithuania



REAL CASE SCENARIO LEARNING OBJECT	
Title of the learning object	Make full strategy of organisation visual identity. Organisation is interested on proposals – internship place
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	https://www.youtube.com/watch?v=SZwNXMY2XPM
Description of the context	<p>Founder of Public Institution “Menų kambarys” (Art Room) Žiedūnė Duobaitė briefly presents the organisation, its activities, marketing tools that they have and shares doubts regarding visual recognition of “Menų kambarys” in the events.</p> <p>Žiedūnė Duobaitė names some ideas but the strategy created by this field specialist would be the best. And that could be as an internship in the friendly, volunteering based organisation.</p>
Practical activity to be performed	Go through and analyse the Video interview, understand company expectations. Think for list of questions for the first meeting with company representatives regarding developing visual identity of the organisation (due to understand more detailed company expectations, possibilities, etc.).
Results to be achieved	<p>List of questions for the first meeting with the company due to get essential information for creating organisation’s visual identity strategy.</p> <p>Create 3 proposals of organisation’s visual identity.</p>
Guidance and suggestions	<p>Analyse what information you can find about the organisation on internet.</p> <p>Find at least 3 the newest/most effective visual identity elements that were used by other companies. Think about “Menų kambarys” visual identity strategy, what can be used in it.</p> <p>Be creative and think for unique proposals.</p>
Mistakes to avoid	Old fashion, ineffective proposals.

REAL CASE SCENARIO LEARNING OBJECT_CAFÉ KREGŽDUTĚ

Title of the learning object	<i>Create new attractive, delicious website for café (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	https://www.youtube.com/watch?v=6ZjP-Q8OaTM&t=134s
Description of the context	<i>Café Kregždutě has history from 1986, at the moment there are few more cafés and the confectioner's shop. The company concentrates to food supply in their cafés and also fulfill customer's needs on ordered dishes, snacks, confectioner on various celebrations (weddings, conferences etc.) at customers place. On interview it is presented website, Facebook that are using now on customer attraction and inform about menu news, etc. Regarding old version of website there is a plan to make it more attractive and modern.</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>Don't get too complicated, the company is a small one and the resources they have are limited</i>

REAL CASE SCENARIO LEARNING OBJECT_CONTACTUS

Title of the learning object	<i>Improvements of website for employment and HR related services company website (Company is interested on proposals – internship places are open)</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	https://www.youtube.com/watch?v=nt5JyZPDUM8
Description of the context	<p><i>Contactus brand company director Jurgita Jankuvienė briefly describes services that company is offering and expectations that she is willing to get from the new website.</i></p> <p><i>There are things in website that are good but the amount of visitors is low. The company is willing to get offers, suggestions how to improve the promotions of the website and generate bigger amounts of visitors.</i></p>
Practical activity to be performed	<p><i>After listening the video, working in groups prepare for the meeting with this company regarding to find the solutions for its problem solving.</i></p> <p><i>Gather information on internet about the company, think about:</i></p> <ul style="list-style-type: none"> - <i>What questions should be asked for the company due to get more clear view about its situation?</i> - <i>What tools could increase website visitors amounts?</i> - <i>What first ideas (from the information that you have) can be offered for the company?</i> <p><i>Simulate the situation of the meeting with the company in front of the class. 2-3 students can play as company representatives and 2-3 students as the marketing and IT consulting company.</i></p>
Results to be achieved	<i>Preparation for the first meeting with the client, find the solutions which could be offered.</i>
Guidance and suggestions	<i>Listen the video, gather information about the company, think about the aim of the website for this company, what tools could be useful for its situation, which of them would be most effective</i>
Mistakes to avoid	<i>Be aware of the target audience and the aims of the company regarding promoting its services</i>

REAL CASE SCENARIO LEARNING OBJECT _FINANCES FOR FAMILIES .

Title of the learning object	<i>Make marketing campaign of organisation regarding capturing potential customers attention. Organisation is interested on any creative proposals. Internship or other paid agreements can be arranged depending on the offer (marketing campaign, unique, effective marketing content, tools, ways, format, etc.).</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	https://www.youtube.com/watch?v=GFXdwhCuOXU
Description of the context	<i>Author and Founder of Project "Finansai šeimai" (Finances for Family) Mindaugas Grajauskas explained his company profile, services and shared some opinions and tips regarding companies marketing. Mindaugas emphasized that every company and especially his, are open for creative offers, ideas which was not implemented yet.</i>
Practical activity to be performed	<i>Go through and analyse the Video interview, understand company expectations. Think how company of finances consultations can capture potential clients through social marketing or other creative ways using ICT.</i>
Results to be achieved	<i>Marketing campaign offer for the company. Prepared presentation as it would be for the company which is considering to take the offer.</i>
Guidance and suggestions	<i>Analyse great marketing campaigns of small companies. Think carefully what else should be analysed, considered before preparing marketing campaign. The company is expecting ideas which would be unique.</i>
Mistakes to avoid	<i>Marketing ideas dublicates.</i>

REAL CASE SCENARIO LEARNING OBJECT _JSC TOMEGRIS

Title of the learning object	<i>Social Media Marketing for transport company (B2B) (Company is interested on proposals – internship/potential working place)</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	https://www.youtube.com/watch?v=bL0LooX2SnM&t=5s
Description of the context	<i>JSC Tomegris is a transport and logistics services provider successfully operating since 2003. The company makes it's marketing by itself but there is no person directly in charged on this. The majority of company services are given B2B. The company has Facebook account and raised question in interview: is it possible to attract customers (companies) regarding Facebook.</i>
Practical activity to be performed	<i>Go through and analyse the Video interview and understand is expectations. Imagine and plan Social Media Marketing Strategy for the company as you would have to discuss it with the management board.</i>
Results to be achieved	<i>Prepare Social Media Marketing Strategy for the company, be prepared to introduce it with arguments</i>
Guidance and suggestions	<i>Analyse the existing social media of the company. Analyse at least 3 similar existing examples of similar companies Listen very carefully to the expectations of the company</i>
Mistakes to avoid	<i>Think if there is possible to attract clients regarding social media when company's services are B2B. What could be alternatives or any unusual proposals could be offered for the company.</i>

REAL CASE SCENARIO LEARNING OBJECT _JSC WEB

Title of the learning object	<i>Make strategy of your as future specialist personal marketing (Company is interested on proposals – internship/potential working place)</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	https://www.youtube.com/watch?v=XrKWPY1yZzQ
Description of the context	<p><i>Mindaugas Juodaitis, CEO at JSC WEB Partner , presents company services: create strategy to attract clients on internet due to increase sales, get more requests , build the e-shop, website or any system and work together on the clients’ benefit, improve results.</i></p> <p><i>Mindaugas Juodaitis helps and makes trainings for companies but also for CEO and experts about personal marketing. On this interview Mindaugas Juodaitis gives main theory about personal marketing and the task for students to make strategy of their own personal marketing, keeping in mind that they are future CEO, professional experts of their field.</i></p>
Practical activity to be performed	<i>Go through and analyse the information on Video interview.</i>
Results to be achieved	<p><i>Make your personal marketing strategy and be prepared to present it for the teacher</i></p> <p><i>OR</i></p> <p><i>Make 3 creative proposals for others to make their personal marketing strategy more attractive, interesting, linked to the field of their profession, more seen on internet, etc.</i></p>
Guidance and suggestions	<i>Analyse various professional people (better from your study field) profiles and information on internet. Use your imagination on best proposals/activities.</i>
Mistakes to avoid	<i>Be creative and think for unique proposals.</i>

REAL CASE SCENARIO LEARNING OBJECT_KARTU

Title of the learning object	<i>Additional options for design studio e-shop (www.kartustudio.com) (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	https://www.youtube.com/watch?v=6tSBDhSz1SI
Description of the context	<i>Ingrida Jasinskė, CEO, Founder and Designer of the products presents her company in few words: “kARTu is the name of Lithuanian handbags”. The aim of the company is to create high quality Lithuanian product for local and abroad markets. kARTu studio gives opportunity to create your personal leather handbag according the needs on every detail. At the moment that is possible for customer who can visit kARTu studio and choose the material, right color, agree on specific details. The vision of Ingrida Jasinskė is to develop website with opportunities for customers to do that online (www.kartustudio.com).</i>
Practical activity to be performed	<i>Go through and analyse the Video interview and understand its expectations. Imagine and plan an example of additional options on e-shop www.kartustudio.com, make it as an official proposal for the company as you would have to discuss it with the management board.</i>
Results to be achieved	<i>The official proposal of additional options on e-shop www.kartustudio.com, which could be performed for the company (with visuals, terms and plans of implementing, needed material/information from company, estimated outlay).</i>
Guidance and suggestions	<i>Analyse the existing website, also at least 3 similar existing examples of similar e-shops. Listen very carefully to the expectations of the company</i>
Mistakes to avoid	<i>Studio clients are sophisticated people from all over the world, product which they would be able to create on this e-shop platform will be unique and with appropriate price. That is why all details and whole picture of created product should reflect as much real (in shape, colours, material etc.) as it is possible.</i>

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	https://www.youtube.com/watch?v=yA-Z64OdrG4
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.



REAL CASE SCENARIO LEARNING OBJECT _ ORDER OF MALTA RELIEF ORGANIZATION

Title of the learning object	<i>Marketing strategy for Order of Malta Relief Organization Kaunas Group (Company is interested on proposals – internship places are open)</i>
Thematic area	<input 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 type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	https://www.youtube.com/watch?v=3HQWvHAn5tU
Description of the context	<p><i>Rūta Lukianskytė (Head of Order of Malta Relief Organization Kaunas Group) describes main social and charitable support activities that organization provides for neediest citizens of Kaunas region (Lithuania).</i></p> <p><i>In her opinion, promotions about organization (Kaunas Group) activities are not so active as those could be.</i></p> <p><i>Prepare marketing strategy for the organization. Present it for auditorium.</i></p>
Practical activity to be performed	<i>After listening the video, in groups think about marketing tools that could be used for organization activities promotions.</i>
Results to be achieved	<i>Developed marketing strategy, presented in front of the class</i>
Guidance and suggestions	<i>Check the ways that other social activities organisation spreading the word about themselves, think about more creative ways which would increase volunteering staff.</i>
Mistakes to avoid	<i>Be aware of the target audience and the aims of the company regarding promoting its services</i>

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	https://www.youtube.com/watch?v=Ya8DEyd3YDc
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>

REAL CASE SCENARIO LEARNING OBJECT _STARFLIX

Title of the learning object	<i>Create the website for the new company service (Company is interested on proposals – internship places are open)</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	https://www.youtube.com/watch?v=8ocxzdQ-Wl8
Description of the context	<p><i>Chief Operation Officer in the company Starflix Vytautas Bernotas presents the company and services that offers for the customers: programming and design, digital marketing and cloud decisions.</i></p> <p><i>Company is preparing for the new service promotion - service of websites hosting. Provide your ideas for building the website: how it should look like, what to emphasize, what website features are important.</i></p>
Practical activity to be performed	<i>After listening the video, check on internet information about the company, it's works, plan the website, think about the design, make 2-3 versions that could be presented for the company.</i>
Results to be achieved	<i>Proposal of website display (at least 2 versions), features and ideas due to effectively present service for the customers.</i>
Guidance and suggestions	<i>The company works with building websites. So, it must be something unique, catchy and targeted to reach target audience.</i>
Mistakes to avoid	<i>Website duplicates</i>



REAL CASE SCENARIO LEARNING OBJECT_VILEIŠIAI SCHOOL OF KAUNAS

Title of the learning object	<i>Social media strategy Internship vacancies are open.</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	https://www.youtube.com/watch?v=pHoFhRADqFU
Description of the context	<p><i>Teacher Gediminas Grėsius, who is responsible for J. and P. Vileišiai School of Kaunas social media, presents activities, partnership and uniqueness of the school. He emphasizes what social media they are using and for what purpose, describes the target audience.</i></p> <p><i>As the school does not have specialist of marketing or social media, suggestions, remarks of what is now and more clear social media strategy prepared by professional would be helpful for the school.</i></p>
Practical activity to be performed	<p><i>After familiarized with information in the video, analyse the social media that the school is using (Facebook, Twitter, Youtube).</i></p> <p><i>In groups of 4-5 students, discuss about current social media information that the school is presenting, think what should be amended, what suggestions you would offer for the school.</i></p> <p><i>Imagine that your team is marketing company and prepare social media strategy offer for the school.</i></p>
Results to be achieved	<p><i>Social media strategy offer for the school.</i></p> <p><i>Present that for the class as class audience would be school staff who is deciding whether to take your offer or not.</i></p>
Guidance and suggestions	<i>Listen the video, gather information about the school on social media, find the examples of social media strategy offers and prepare creative proposals.</i>
Mistakes to avoid	<i>Be aware of the target audience, privacy law and the aim of using the social media</i>