

REAL CASE SCENARIO LEARNING OBJECT_MULTICONSULT

Title of the Learning object	<i>Multiconsult is talking about itself</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=1_8zmfgc7L8
Description of the context	<i>During the video testimonial, Luca Bonfanti, the design manager of Multiconsult, tells about the areas that are managed by 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 in which the company is divided? What are their business? What are the differences between them?</i></p> <p><i>Why Luca tells about Design? What does "Territorial Marketing" mean? In which area can the Incoming Missions be classified? In which area Social Media and Web world can be included?</i></p>
Results to be achieved	<i>Learning technical and professional 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>

