

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>