

## 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	<a href="https://www.youtube.com/watch?v=3HQWvHAn5tU">https://www.youtube.com/watch?v=3HQWvHAn5tU</a>
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>