IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	New Website for the Valencia Language Club
Thematic area	✓ *Development or improvement of the company website* ☐ *Development or improvement of the visual identity of the company* ☐ *Development or improvement of the Social Media Marketing strategy*
Link to the Video	*https://www.youtube.com/watch?v=fiItmBSutoo*
Description of the context	The Valencia Language Club is an English academy that provides language classes using innovative teaching strategies and very flexible solutions to students, in terms of payment and schedule. For the company the webpage is a key channel to reach out students and to make them actively participate to the planning of their classes and activities. Nevertheless, the company would like to make it more interactive, implementing new solutions like a video chat, a forum for the students, a section where download lessons materials, etc. The company also uses social networks, especially Facebook for advertising, for online marketing and keeping in contact with the students, and the Instagram. As the company has been growing and many other academies have been opened in other places, the logos also need some adjustment; either creating just 1 logo representing all the academies, or changing the existing in colors.
Practical activity to be performed Results to be achieved	*Activities* Go through and analyse the Video interview to Valencia Language Club Manager and understand her needs in terms of webpage. Imagine and create a new webpage *Results* 1 new webpage proposal
Guidance, suggestions and mistakes to avoid	• Analyse the existing webpage of the company and take notes of the elements to be kept • Have a look at 3 webpage of English schools and take notes of some innovative features • Include all the technical solutions that cover the company's needs. • Make it appealing and in line with the visual identity of the company.