

IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Project partners will have to produce real life case scenario learning objects, related to the video interviews

Each learning object will start from interesting inputs coming from the interview with entrepreneurs/company manager.

Each learning object will aim to enrich VET teachers classroom activities by challenging students with practical activities to consolidate their specific knowledge, competences and skills.

Title of the learning object	<i>Website Development – Gamify</i>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <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://youtu.be/_xJtKQe23Gc
Description of the context	<i>Gamify is an established consultancy that gets most of it's business through word of mouth rather than through its website.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <i>Review the video to find out more about the company and their requirements</i> <i>Create a Search Engine Optimisation plan for the company to try and ensure businesses looking for gamification expertise are made aware of the company</i>
Results to be achieved	<i>Creation of an SEO plan to boost the company profile in search engines.</i>
Guidance and suggestions	<i>The business is small and doesn't have a lot of money to spend so look for quick fixes that can make a large difference but don't take up too much time.</i>
Mistakes to avoid	<i>Remember that consultancy across global industries can take customers from anywhere around the world – don't just concentrate on local or regional searches.</i>

