

REAL CASE SCENARIO LEARNING OBJECT_SIT

Title of the Learning object	<i>Create a customized offer for a client</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=k2uYObfirZA&t=121s
Description of the context	<i>SIT Srl creates marketing plans for its clients, it gives a great offer to its customers because it's able to produce customized solutions for any requests.</i>
Practical activity to be performed	<i>Try to understand needs of an hypothetical customer company to setting up a web site as a show case for its products. Create an activity plan to suggest a customized solution.</i>
Results to be achieved	<p><i>Create a list of questions to be submitted to the client in order to understand his needs and create an offer.</i></p> <p><i>Possible questions could be:</i></p> <ul style="list-style-type: none"> - <i>Expected budget</i> - <i>Time of realization</i> - <i>People that have to work on the project</i> - <i>Products or Services that have to be sold</i> - <i>Contractual clauses</i>
Guidance and suggestions	<i>Try to choose wisely your questions. You can also use already made models that you can find in internet to elaborate offers. Describe as good as you can the services or products that you can customize.</i>
Mistakes to avoid	<i>Try to ask only yes-and-no questions and don't give way to open answers. Try not to provide legal backgrounds when you create questions.</i>