

REAL CASE SCENARIO LEARNING OBJECT _JSC WEB

Title of the learning object	<i>Make strategy of your as future specialist personal marketing (Company is interested on proposals – internship/potential working place)</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=XrKWPY1yZzQ
Description of the context	<p><i>Mindaugas Juodaitis, CEO at JSC WEB Partner , presents company services: create strategy to attract clients on internet due to increase sales, get more requests , build the e-shop, website or any system and work together on the clients’ benefit, improve results.</i></p> <p><i>Mindaugas Juodaitis helps and makes trainings for companies but also for CEO and experts about personal marketing. On this interview Mindaugas Juodaitis gives main theory about personal marketing and the task for students to make strategy of their own personal marketing, keeping in mind that they are future CEO, professional experts of their field.</i></p>
Practical activity to be performed	<i>Go through and analyse the information on Video interview.</i>
Results to be achieved	<p><i>Make your personal marketing strategy and be prepared to present it for the teacher</i></p> <p><i>OR</i></p> <p><i>Make 3 creative proposals for others to make their personal marketing strategy more attractive, interesting, linked to the field of their profession, more seen on internet, etc.</i></p>
Guidance and suggestions	<i>Analyse various professional people (better from your study field) profiles and information on internet. Use your imagination on best proposals/activities.</i>
Mistakes to avoid	<i>Be creative and think for unique proposals.</i>