BIG

Intellectual Output 2:

TRAINING MATERIAL

CONTENT CREATION

IO2 OVERVIEW:
THE INTERACTIVE VIDEO TRAINING MATERIAL - CPU

OPERATIONAL STEP:
STORYBOARD - CONFORM

DEADLINES!

As described in the application form, on the basis of the results of the IO1, partners will define the contents of the OERs, dividing the work to research and elaborate the contents of the educational material.

IO2 OVERVIEW

DRIVER	N	MODULES	Individual Learning UNIT	Institution responsible for content development	Lenght of Unit (minimum)
Context	1	Cultural Awareness	Cultural differences and Intercultural Competence in International Marketing	AKMI Greece + Chamber of Thessaloniky, Greece	30min - 1,5 hour
	2	International Marketing and sales	Introduction to International marketing and Sales in International market (include Business Model)	FEI, Spain	30min - 1,5 hour
			Inside sales and selling remotely	UNIVMP Italy	30min - 1,5 hour
			Payment, logistic and legal knowledge	CCIAA MARCHE Italy	30min - 1,5 hour
Role	3	International digital marketing	Web design and content development for international market	CPU Slo	30min - 1,5 hour
			SEO and SEM	UNIVPM Italy	30min - 1,5 hour
			Social media marketing	AKMI, Greece	30min - 1,5 hour
			eCommerce & International Marketplace	CCIAA MARCHE Italy	30min - 1,5 hour
	4	Data Driven Marketing	Online market research	PUEB Poland	30min - 1,5 hour
			Data Analytics	PUEB Poland	30min - 1,5 hour
	5	Technology and productivity	Must have and new opportunities with Artificial intelligence and deep learning	UNIVPM Italy	30min - 1,5 hour
People	6	Digital Communication	Cross-cultural communication	AKMI Greece	30min - 1,5 hour
			Online Communication and tools	PIGIEiK Poland	30min - 1,5 hour

BiG Businesses' International Growth — CPU CENTER ZA POSLOVNO USPOSABLJANJE — Gospodarska zbornica Slovenije

Specific structure of the training program – module 1

	Expectations	Explanation
1	**Title of the module**	**Cultural Awareness**
2	**Short description of the content**	This module consist: **Unit 1.1:** Cultural differences and Intercultural Competence in International Marketing • the knowledge of host countries (these skills are useful for the "real" context and "digital" one) • Understanding of local cultures and of local markets • Intercultural understanding
3	**Expected learning outcomes**	– the knowledge of host countries (these skills are useful for the "real" context and "digital" one). – cultural awareness – Understanding of local cultures and of local markets – Intercultural understanding – cross-cultural communication – cross-cultural adaption
4	**Length of the module**	… hours (class, e-learning, SMEs check-up/movie education) 1. Knowledge part: 30min - 1,5 hours (E-learning: 10 min length of video interactive training pills & Further investigation materials: additional material / testimonials / best practices) 2. Operational part: SMEs check-up, practical exercises (duration ?) 3. Behavioural part: movie education (duration max. 5 minutes)
5	**Learning topics**	• Cultural differences • cross-cultural communication • Intercultural understanding
6	**Learning materials**	– video – ppt/articles/books… – additional material
7	**Learning methods**	class, e-learning, SMEs check-up, movie education???

Specific structure of the training program – module 2

	Expectations	Explanation
1	**Title of the module**	**International Marketing and sales**
2	**Short description of the content**	This module consist: **Unit 2.1:** Introduction to International marketing and Sales in International market **Unit 2.2:** Inside sales and selling remotely **Unit 2.3:** Payment, logistic and legal knowledge •legal aspects, i.e. management of all regulatory and fiscal practices, customs formalities, regulations and contractual rules for online sales on foreign markets •logistics channels, i.e. ways in which products sold are distributed on the target market and delivered to the final consumer •commercial media, i.e. set of digital sales channels used to allow final consumers to obtain products •marketing and communication channels, i.e. the tools a company uses to promote, advertise and inform its target market of its brands and/or its products •organizational aspects, i.e. the internal organisation structure to govern a new online market, in terms of skills and profiles involved

	Expectations	Explanation
3	**Expected learning outcomes**	– Marketing/communication: o Ability to set marketing strategy o market segmentation o use of adequate communication (also cross-cultural), o foreign language skills o cooperation skills o negotiation skills o sales skills – Logistics and legal knowledge: o payment and revenues management (e.g. e-commerce has been mentioned) o logistics management o knowledge on international business rules, techniques and customs o knowledge on international finance o knowledge on commercial law o skills to prepare documents in international business

	Expectations	Explanation
4	**Length of the module**	… hours (class, e-learning, SMEs check-up/movie education) FOR EACH UNIT: 1. Knowledge part: 30min - 1,5 hours (E-learning: 10 min length of video interactive training pills & Further investigation materials: additional material / testimonials / best practices) 2. Operational part: SMEs check-up, practical exercises (duration ?) 3. Behavioural part: movie education (duration max. 5 minutes)
5	**Learning topics**	– International marketing – Sales in International market – Inside sales and selling remotely – Payment, logistic and legal knowledge
6	**Learning materials**	– video – ppt/articles/books… – additional material
7	**Learning methods**	class, e-learning, SMEs check-up, movie education???

Specific structure of the training program – module 3

	Expectations	Explanation
1	**Title of the module**	**International digital marketing**
2	**Short description of the content**	This module consist: **Unit 3.1:** Web design and content development for international market **Unit 3.2:** SEO and SEM **Unit 3.3:** Social media marketing **Unit 3.4:** eCommerce & International Marketplace •Be aware of digital transformation challenges in the company; •Change and update the management style through a digital point of view; •Ability to manage new operations connected to a digital approach; •Development of the social collaboration process; •Capacity to use digital tools for being more effective; •Team management with digital tools; •Monitor web marketing campaigns to maximizes results; •Effective use of web marketing tools: SEO, SEM, email marketing, social media and mobile; •How to become the most authoritative voice in the market niche and convert customers into supporters of the Brand through Blogging, Social Networks and advanced Marketing; •Models to sell directly online in western and eastern markets, planning the required strategies, timelines and

	Expectations	Explanation
3	**Expected learning outcomes**	– Ability to create content in local language and fitting cultural preferences – Social media savvy in particular on platforms that are in use in target markets, – Planning of online media – Social media skills – Digital campaign across all levels and areas within/externally to the company – Knowledge of search engines – Search Engine Optimization –SEO
4	**Length of the module**	… hours (class, e-learning, SMEs check-up/movie education) FOR EACH UNIT: 1. Knowledge part: 30min - 1,5 hours (E-learning: 10 min length of video interactive training pills & Further investigation materials: additional material / testimonials / best practices) 2. Operational part: SMEs check-up, practical exercises (duration ?) 3. Behavioural part: movie education (duration max. 5 minutes)
5	**Learning topics**	– Web design and content development for international market – SEO and SEM – Social media marketing – eCommerce – International Marketplace
6	**Learning materials**	– video – ppt/articles/books… – additional material
7	Learning methods	class, e-learning, SMEs check-up, movie education???

Specific structure of the training program – module 4

	Expectations	Explanation
1	**Title of the module**	**Data Driven Marketing**
2	**Short description of the content**	This module consist: **Unit 4.1:** Online market research **Unit 4.2:** Data Analytics • Google Analytics • Searching for information on the internet, networks and websites • Ability to find right channels to target the right segment of the market in the given country • Online data acquisition and use of online marketplaces • Information Literacy
3	**Expected learning outcomes**	– Google Analytics – Searching for information on the internet, networks and websites – Ability to find right channels to target the right segment of the market in the given country – Online data acquisition and use of online marketplaces – Information Literacy.

	Expectations	Explanation
4	**Length of the module**	… hours (class, e-learning, SMEs check-up/movie education) FOR EACH UNIT: 1. Knowledge part: 30min - 1,5 hours (E-learning: 10 min length of video interactive training pills & Further investigation materials: additional material / testimonials / best practices) 2. Operational part: SMEs check-up, practical exercises (duration ?) 3. Behavioural part: movie education (duration max. 5 minutes)
5	**Learning topics**	– Online market research – Data Analytics
6	**Learning materials**	– video – ppt/articles/books… – additional material
7	**Learning methods**	class, e-learning, SMEs check-up, movie education???

Specific structure of the training program – module 5

	Expectations	Explanation
1	**Title of the module**	**Technology and productivity**
2	**Short description of the content**	This module consist: **Unit 5.1:** Must have and new opportunities with Artificial intelligence and deep learning •Methods and techniques to position themselves on Google, Yandex (Russia), Baidu (China) and Naver (Korea) to intercept the demand and be evaluated sooner (and better!) than competitors.

3	**Expected learning outcomes**	– The use of digital tools:
		
		    o Knowledge of building and delivering digital tools,
		
		    o Ability to build user-friendly systems,
		
		    o Ability to build www pages, online shops, internet communicators,
		
		    o Understanding and implementing web-based or software based solutions for business processes,
		
		    o Graphic design / Web development/ Photography
		
		    o Programming
		
		– Technical and general digital skills
		
		    o Ability to online work
		
		    o Technical efficiency
		
		    o Computer/ Smartphone savviness
		
		    o Artificial intelligence
		
		    o Knowledge on cyber security
		
		    o Coding and/or no-code approach

	Expectations	Explanation
4	**Length of the module**	… hours (class, e-learning, SMEs check-up/movie education) 1. Knowledge part: 30min - 1,5 hours (E-learning: 10 min length of video interactive training pills & Further investigation materials: additional material / testimonials / best practices) 2. Operational part: SMEs check-up, practical exercises (duration ?) 3. Behavioural part: movie education (duration max. 5 minutes)
5	**Learning topics**	– Artificial intelligence – deep learning
6	**Learning materials**	– video – ppt/articles/books… – additional material
7	**Learning methods**	class, e-learning, SMEs check-up, movie education???

Specific structure of the training program – module 6

	Expectations	Explanation
1	**Title of the module**	**Digital Communication**
2	**Short description of the content**	This module consist: **Unit 6.1:** Cross-cultural communication **Unit 6.2:** Online Communication and tools • methods and techniques to personalize conversations; speed of reaction and information sharing; create new collaboration channels for customer care and sales; strengthen relationships with partners and suppliers; new creative and communication ideas; create personalized communication for the customer

3	**Expected learning outcomes**	– Digital communication skills
		
		   o Knowledge of communication tools
		
		   o Communicating through different digital platforms and devices
		
		   o Daily use of E-mails, word, excel spreadsheets,
		
		   o Using websites, video conference tools like Skype, Microsoft Teams and Zoom platforms,
		
		   o Skill of preparing digital presentations, power point, videos, films and marketing materials,
		
		   o Usage of language and translation based tools

	Expectations	Explanation
4	**Length of the module**	… hours (class, e-learning, SMEs check-up/movie education) FOR EACH UNIT: 1. Knowledge part: 30min - 1,5 hours (E-learning: 10 min length of video interactive training pills & Further investigation materials: additional material / testimonials / best practices) 2. Operational part: SMEs check-up, practical exercises (duration ?) 3. Behavioural part: movie education (duration max. 5 minutes)
5	**Learning topics**	– Cross-cultural communication – Online Communication and tools
6	**Learning materials**	– video – ppt/articles/books… – additional material
7	**Learning methods**	class, e-learning, SMEs check-up, movie education???

For each learning unit there is an indication of the institution responsible for developing its contents

Each learning units will be self-consistent and of maximum 10 min. duration (approximately 10.000 characters - including spaces)

PLEASE NOTE: Globally each Learning UNIT should last from 30 minutes to 1.5 Learning hours related to the knowledge part. We would like to point out that 150 words correspond to 1 minute.

PLEASE NOTE: Each Learning UNIT (10.000 characters) should be translated in each partner language. The further investigation material will not be translated!. Please, use available material that it is provided in English!

The partners responsible for the development of the content of each learning unit should provide CPU with:

Text

Of the duration of maximum 10 minutes (approximately 10.000 characters - including spaces)

Further investigation materials / Additional material

Power point presentations (short lessons 15 – 30 slides – max 10 rows)

Case Study (PDF)

Lectures (PDF)

Link to data warehouse / statistical data base

WE STRONGLY SUGGEST TO USE STORYBOARD (INSTRUCTION GIVEN BY CONFORM!) TO PREPARE TEXT

Here follow the deadlines to be confirmed during the transnational virtual meeting

1 Compilation of Storyboard

2 Further investigation materials

3 2/ 3 sentences to present the "Further investigation material"

1st February 2021

Validation of contents by CPU   ➡   28th February 2021

Validation of storyboard by CONFORM   ➡   28th February 2021

Presentation by CONFORM of mounted product in EN   ➡   April 2021

Subtitles translations   ➡   July 2021

Release of final products in all languages   ➡   July/August 2021