THE GOOD TEACHING PRACTICE AT A GLANCE

SUBJECT OF PRACTICE

Internet Marketing

TARGET GROUPS

Teacher

EDUCATIONAL LEVEL

Higher Education

SHORT SUMMARY

The course is addressed to students of interdepartmental faculty Cyberculture. The course consists of lectures and workshops. Students are humanists and are mostly interested in gaining practical knowledge and skills in the field of internet marketing.

During the lecture, students become familiar with the basics of e-marketing, as well as meet online with managers from Internet marketing companies in Poland.

During the exercises, students carry out the project: the implementation of sales automation technology (SalesManago) in the AeroBrains.com Ltd, which offers cognitive skills development system in the form of electronic exercises and tests. In the frame of implementation students participate in online training and configure sales automation system (SalesManago) for CRM of AeroBrains.

DURATION OF THE IMPLEMENTATION

2015-03-01 14:15:00 - 2015-06-06 16:30:00

DIFFICULTY OF ICT SOLUTIONS USED

Difficult

KEYWORDS

higher, education, marketing, advertising

DETAILED DESCRIPTION

AGE OF LEARNERS

20 - 35

LEARNING OUTCOMES

Ability to interpret marketing indicators, skill to use automation system, teamwork

TYPICAL LEARNING TIME

3h/week

DESCRIPTION OF CHALLENGES FACED (ARE THERE ANY DIFFICULTIES TEACHERS/LEARNERS MIGHT FACE?)

1. the need for a computer connected to the Internet during class
2. prepared environment SalesManago connected to the sample portal
3. pay attention to the way students work in a group, students should evenly share responsibilities
4. it is necessary to ensure that the activities students were evenly distributed in time. No systematic can lead to non-execution of tasks.

DETAILED DESCRIPTION

Lectures are held in three forms:

1. Traditional lecture
2. Online courses in synchronous mode (Cisco WebEx system). During the courses representatives of the supplier of the SalesManago teach students how to use in practice sales automation mechanisms in online businesses.
3. Online chats (Skype) with the owners and persons managing the most interesting companies in the internet marketing industry in Poland.

On the exercises students work on the project, the implementation of SalesManago technology in AeroBrains company - which offers cognitive skills development system in the form of online exercises and tests. During the implementation students create automation rules of portal and mailing system reactions based on users behaviour.

As a result, used during class blended learning methodology consist of:

1. combination of traditional and online course
2. combination academic environment and business environment (implementation by academic students of the IT system in real company)
3. combination university (traditional lecture) and business knowledge transfer (teaching technology and the possibility of its use by an external company)

This form of activities not only gives them sense (students participate in the real business implementation) but also is a chance to know expectations of employers (conversations with the business owners).

LEARNING ACTIVITIES / IMPLEMENTATION

1. The creation accounts in the SalesManago system which is connected to example site
2. Provide information about the educational sources of the SalesManago system
3. Preparation of assumed measures of success
4. Preparation of the project, which aims to achieve the defined measures of success
5. Carried out by the students on the basis of knowledge of the system configuration according to the specific objectives of the project
6. Made a presentation and discussion of the configuration.

RESOURCES USED TO REALISE THE PRACTICE

TOOLS USED TO REALISE THE PRACTICE

blackboard or flipcharts

AREA OF GOOD PRACTICE

ICT enabled learning - Using digital resources for face-to-face classroom practice & for online learning/blended classroom practice

THIS PRACTICE IS

Innovative, Availability, Creativity, Collaborative

USEFUL LITERATURE

http://www.marketingautomation.com.pl/?utm_source=stopka&utm_medium=baner&utm_campaign=bilblioteczka&smclient=c728a488-14fd-4ed9-8ad3-c7e3c3d42885&smconv=68d9e647-0886-4be4-af55-8023eb25dba2&smlid=4

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Case (original language version):

http://www.digiskills-project.eu/?q=content/reklama-i-marketing-w-internecie