



Fuse IT Multiplier event

Introduction to online course

Olga Verdenhofa, ISMA University of Applied Sciences

Future competences pathways for marketing and ICT education Project No. 2019-1-LT01-KA203-060730 www.knf.vu.lt/en/fuseit

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Tiešsaistes kurss



- Mārketinga apmācību īstenošanas metodiskie norādījumi
- Pirmspilota anketa

Final versions\PrePiloting Questionaire En.docx

Pēcpilota anketa

Final versions\PostPilotingQuestionaire En.docx

Pasniedzēju anketa

Final versions\Trainers Questionaire EN.docx







https://atviri.emokymai.vu.lt/course/view.php?id=153



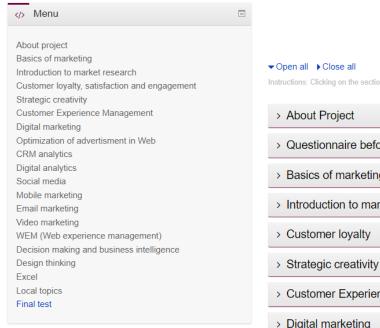


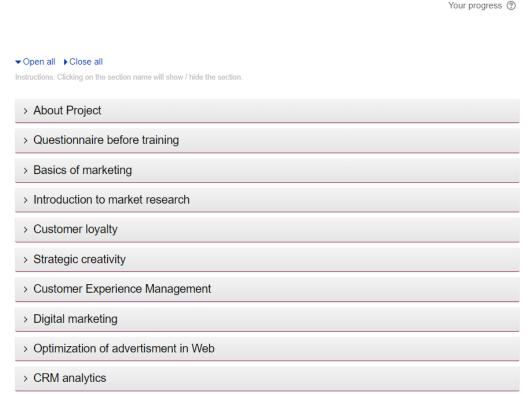
Marketing technologies

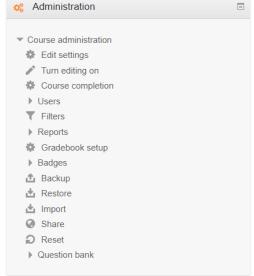


pathways for marketing

Home ▶ Courses ▶ Kauno fakultetas ▶ Marketing technologies









Funded by the Erasmus+ Programme of the European Union

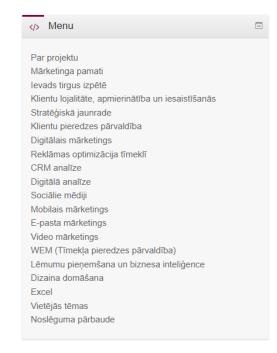
Marketing technologies

FIGA IT.

pathways for marketing

Sākums ▶ Kursi ▶ Kauno fakultetas ▶ Marketing technologies

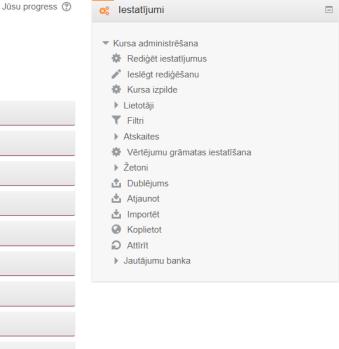
IESLĒGT REDIĢĒŠANU



▼ Open all ▶ Close all

Instructions: Clicking on the section name will show / hide the section.

- → Par projektu
- Anketa pirms treniņa
- > Mārketinga pamati
- > levads tirgus izpētē
- > Klientu lojalitāte
- > Stratēģiskā jaunrade
- > Klientu pieredzes pārvaldība
- > Digitālais mārketings
- > Reklāmas optimizācija tīmeklī
- > CRM analīze





Future competences pathways for marketing and ICT education www.knf.vu.lt/en/fuseit



Funded by the Erasmus+ Programme of the European Union Basics of marketing

Introduction to market research

Customer loyalty, satisfaction and engagement

Strategic creativity

Customer Experience Management

Digital marketing

Optimization of advertisment in Web

CRM analytics

Digital analytics

Social media

Mobile marketing

Email marketing

Video marketing

WEM (Web experience management)

Decision making and business intelligence

Design thinking

Excel

Local topics

Final test

▼Open all ► Close all

Instructions: Clicking on the section name will show / hide the section.

About Project

Not available unless: You belong to a group in LT martech grupavimas (hidden otherwise)

Introducing Fuse IT (Future competences pathways for marketing and ICT education) project addresses the education and labor market requirements for professional skills and knowledge for students and graduates in university (including life-long learning activities).

The project will analyze, design, develop and implement an up-to-date curriculum, e-learning materials, blended learning environment, ICT knowledge and skills self-evaluation and certification system simulations

There are 2 level of beneficiaries which will be impacted by the project. The primary target group includes:

- Students at university:
- 2. Educators, university staff, adult education centers etc.
- 3. Business sector (employer and employee).

The project partners were selected according to their experience in marketing and ICT.

Fuse IT project coordinator is Vilnius university (Lithuania) and 4 partners:

Information Systems Management Institute, ISMA university (Latvia)

University Politehnica of Bucharest (Romania)

Public institution "Information Technologies Institute" (Lithuania)

Instituto Politecnico de Tomar (Portugal)

Questionnaire before training

Fill in the form

Basics of marketing





Funded by the Erasmus+ Programme of the European Union

Course administration

Edit settings

Turn editing on

Course completion

Users

T Filters

Reports

Gradebook setup

Badges

Backup

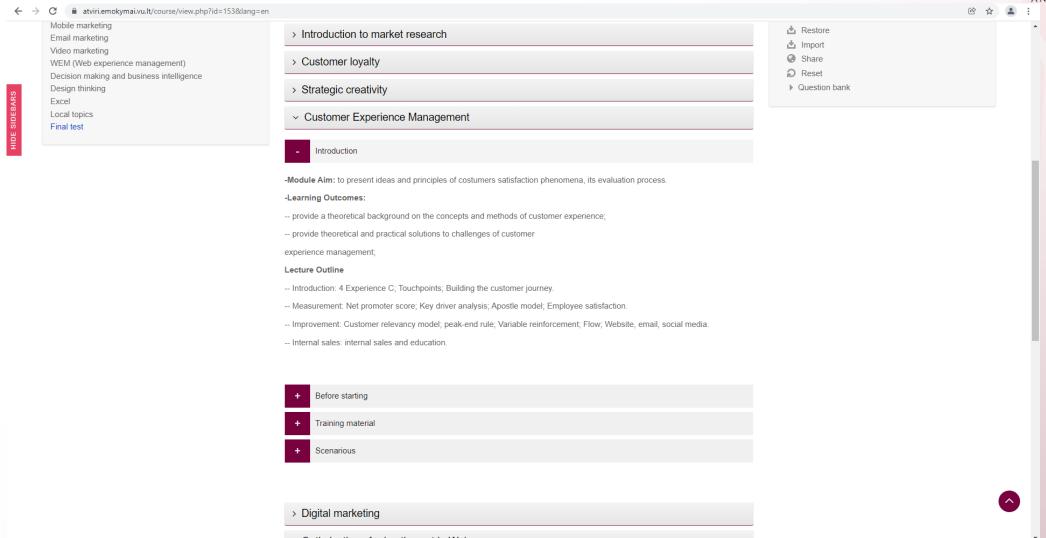
Restore

Share Reset

Question bank



Future competences pathways for marketing and ICT education www.knf.vu.lt/en/fuseit









fuse II »

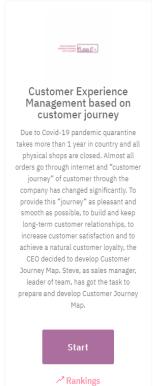
呛 ☆ ▲

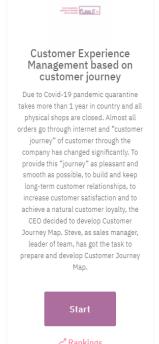


Please choose a scenario to start simulation.



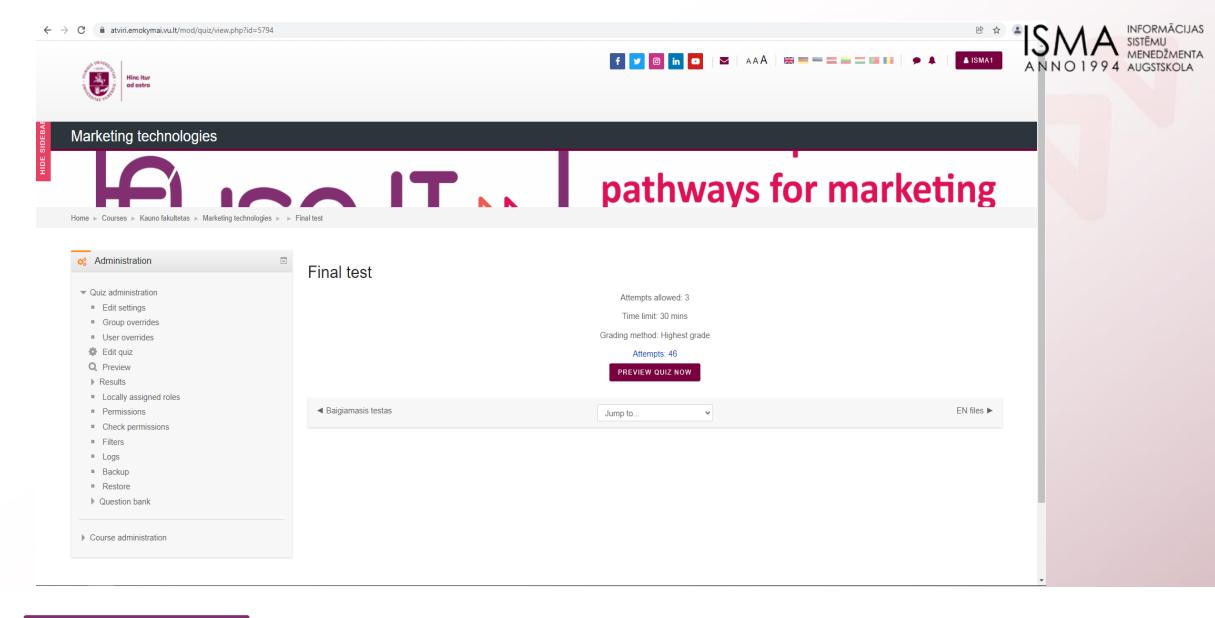
refresh an emotional connection with customers. Start ✓ Rankings







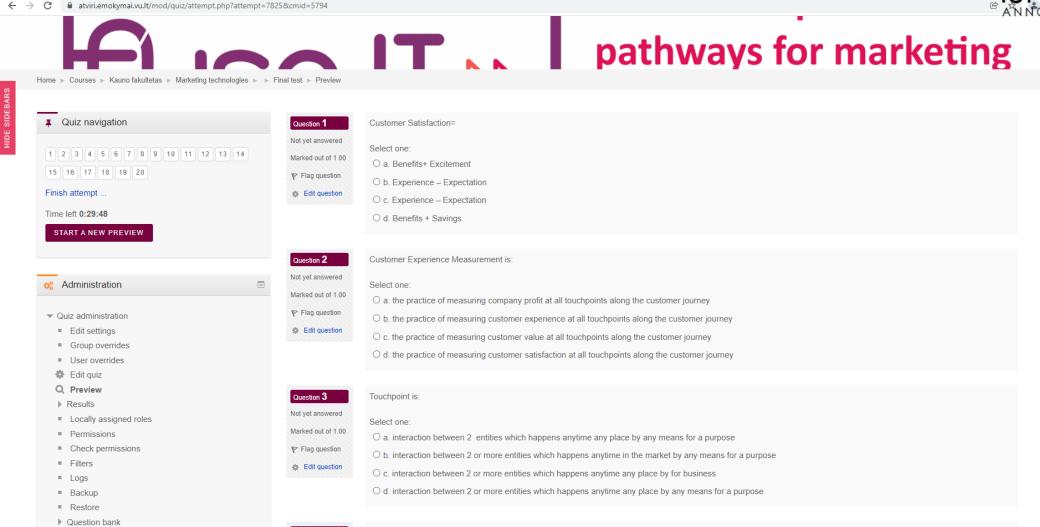
















Customer Journey is:

Question 4

Not yet answere



Pilota kopsavilkums



Final versions\pilot-summary ISMA.docx







Paldies!



