01 WHY

Le module «Marketing» aidera les participants à remettre en question leurs idées de projet, à s'interroger sur le processus permettant d'atteindre les clients et à placer la future entreprise dans un environnement plus large, entouré de partenaires et de concurrents potentiels.

02 OBJECTIVES AND COMPETENCES

➡ what the participant will be able to do after completing the module

💡 **1. Participant having an idea in a first draft phase (beginner) :**

✔ Giving structure to a project idea following defined guidelines (canvas like)

✔ Connecting the core marketing principles to the possibilities of implementation of a project idea

✔ Developing a project idea in terms of: products/services + reference market + customers/clients

✔ Finding EU resources available to support a project idea development

⚙ **2. Participant having a structured business idea with a defined implementation plan (advanced)**

✔ Using structured models to promote and present a future business idea (canvas like)

✔ Translating the core marketing principles into strategies to make a business idea sustainable

✔ Reshaping a business idea from a local dimension to an international one and vice versa

✔ Finding EU resources and using EU researches and data available to support a business idea development according EU market regulation

03 LEARNING PROGRAMS AND TOOLS

2 different learning programs are available for the development of the Marketing module:

✔ **Program 1 :** a more inductive and participatory approach, giving more emphasis to non-formal sessions

✔ **Program 2 :** a more deductive and didactic approach, giving more emphasis to formal structured sessions

➡ Tools available to support the learning programs implementation:

CANVAS
EU ENTREPRENEURSHIP
ICONIC ITA CAMPAIGN
INTO MARKETING
MARKET CARDS
PAOLO SELLING BANANAS

ECO-FRIENDLY BUSINESS MANAGEMENT

PROGRAM 1

	Day 1	**Day 2**	**Day 3**
MORNING	sequence **S1** ● Welcome and intro ● Introducing the CANVAS	sequence **S3** ● Services - Marché - Client playing with cards ● Beyond the local dimension and the story of Paolo selling bananas	sequence **S5** ● Visit to some companies with a special approach to marketing in terms of innovation or sustainability
LUNCH			
AFTER NOON	sequence* **S2** ● Marketing introduction, definition and approaches ● Iconic Communication and Marketing campaigns	sequence* **S4** ● Meeting with testimonials (local participants in entrepreneurship courses, jr or sr entrepreneurs) to discover various marketing visions and ideas	sequence **S6** ● European approach, official support programmes and campaigns ● Final evaluation

* S2 ideally could be a key note speech with a Marketing expert.
* S4 should be structured with some interview scripts or role play

PROGRAM 2

	Day 1	**Day 2**	**Day 3**
MORNING	sequence **S1** ● Welcome and intro ● European approach, official support programmes and campaigns	sequence **S3** ● Marketing key note speech / lecture about fundamentals	sequence **S5** ● Services - Marché - Client: how to structure a marketing plan

morning sessions are organized following a more formal approach

	Day 1	**Day 2**	**Day 3**
LUNCH			
AFTER NOON	sequence **S2** ● Meeting with testimonials (local participants in entrepreneurship courses, jr or sr entrepreneurs) to discover various marketing visions and ideas	sequence **S4** ● Visit to some companies with a special approach to marketing in terms of innovation or sustainability	sequence **S6** ● Beyond the local dimension and the story of Paolo selling bananas ● Final evaluation

afternoon session are based on non-formal learning activities

ECO-FRIENDLY BUSINESS MANAGEMENT

EUROPEAN DIMENSION :

✔ The Marketing module (in both learning programs) is promoting the EU dimension as a tool, the possibility to reshape a project idea in a wider context taking into account new resources, data, and regulations available for free online in official EU channels.

✔ This EU approach is also used as an option to move a local targeted business idea to a European and international one, and to consider the local needs and impact of a global idea.

04 EXAMPLES

website

Instagram

Facebook

Podere Francesco, a small local production company caring of the whole process: from the grapes cultivation to the bottle. Reggiano Lambrusco wine, and Traditional Balsamic vinegar of Reggio Emilia.

Some years ago the Podere Francesco team added to its offer gastronomy tours and tasting sessions among the seasoning barrels or walking in the wineyard.

And finally in 2020 an e-commerce shop to deliver all the local products anywhere.