

# WP2. Digital Entrepreneurship Competence Framework

The development of the competence framework for the IncludeUp project aimed to create a comprehensive structure to facilitate the teaching of digital entrepreneurship skills to adults with migrant backgrounds. This framework was crucial for guiding the creation of an open online course tailored to the needs of this target audience.

To achieve this objective, several key steps were undertaken:

- **Identification of Learning Outcomes and Course Plan:** The framework outlined the desired learning objectives and the overall structure of the online course.
- **Introduction of Teaching and Learning Strategies:** Strategies for the effective implementation of the course content were introduced to ensure optimal learning outcomes.
- **Definition of Assessment Strategy:** Clear guidelines for assessing participants' progress and understanding were established.
- **Description of Training Module Content:** Detailed descriptions of the content covered in each training module were provided.

The primary audience for this educational framework includes educators and facilitators working with adults with migrant backgrounds who are interested in digital entrepreneurship as well as potential aspiring digital entrepreneurs with a migrant background. These individuals come from diverse educational backgrounds and may work in various fields related to adult education and migrant support services.

Using this framework as a guide, the development of subsequent project outputs, including the Open learning platform and the Open Educator Community, was carried out. Throughout this process, project partners have collaborated on various activities, including needs analysis, course content description, and course writing, to ensure the framework meets the specific needs of the target audience and effectively addresses the project objectives.

In the document below, the various frameworks for each module are presented. The structure and content of the modules were determined in the initial phase of the project through a needs assessment, which included focus group discussions in the participating countries with educators and surveys where learners with migrant backgrounds were consulted. This resulted in the following modules, each divided into submodules. The learning materials are directly aimed at educators, allowing them to implement content from these modules into their own online or offline lessons.

An important key finding from the needs assessment was the importance of an appropriate level of difficulty. As a result, the consortium anticipated this by aligning each module with the EntreComp framework, providing both foundation (basic) and intermediate (slightly advanced) levels.

The frameworks outlined below served as the foundation for the further development of the final modules for WP3, following an internal evaluation. This evaluation process ensured that the content and structure were aligned with the project's objectives and the needs of the target audience, leading to the refinement and enhancement of the modules.



**MODULE TOPICS/CONTENT DRAFT**

MODULE-1: Digital strategies and segmentation		
<b>Subject:</b>	<ul style="list-style-type: none"> <li>- Learn the basics of defining your business and planning the necessary digital activities to succeed.</li> </ul>	<b>Duration (in ah): 6 hours</b>
<b>Target audience:</b>	Beginners in digital marketing	
<b>Training methodology:</b>	Interactive lectures, practical exercises, group discussions, and case studies.	
<b>Level :</b> <span style="background-color: yellow;">Foundation</span> /Intermediate /Advanced		
<b>Learning goals:</b>	<b>Expected Learning outcomes:</b>	
<ul style="list-style-type: none"> <li>- Understand fundamental concepts in digital strategies.</li> <li>- Recognize the importance of market segmentation.</li> <li>- Learn to create a basic digital business plan.</li> </ul>	<ul style="list-style-type: none"> <li>- Explain fundamental concepts in digital strategies.</li> <li>- Demonstrate understanding of how digital strategies contribute to business success.</li> </ul>	
<b>Further information:</b>		
<b>Key Words:</b>		
Digital strategies Market segmentation Digital business plan Tools and technologies Online presence Target audience Digital communication		
<b>Entrecomp competences:</b>		



<p><b>Opportunity recognition</b></p> <p><b>Initiative and self-direction</b></p> <p><b>Planning and management</b></p> <p><b>Taking the initiative</b></p> <p><b>Creativity</b></p> <p><b>Digital communication</b></p> <p><b>Learning through experience</b></p>
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Submodule 1.1	
<b>Level :</b> <b>Foundation</b>	<b>Title: Introduction to digital strategies and segmentation</b>
	<b>Submodule overview :</b> In this submodule, learners will learn the fundamental concepts of digital strategies and segmentation, aimed at adult educators working with adults with migrant backgrounds and adults with migrant backgrounds who want to start their first digital venture. Participants will learn why digital strategies and segmentation are essential for the success of modern businesses and how these concepts can be applied to grow and thrive their own enterprises in a digital environment.
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>● Understand the importance of digital strategies for successful entrepreneurship.</li> <li>● Identify the role of segmentation in effectively reaching the target audience.</li> <li>● Connect digital competencies with strategic planning for digital activities.</li> </ul> <p>Learning outcomes:</p> <ul style="list-style-type: none"> <li>● Explain fundamental concepts in digital strategies.</li> <li>● Demonstrate understanding of how digital strategies contribute to business success.</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>- Opportunity recognition</li> </ul>



	<ul style="list-style-type: none"> <li>- Creativity</li> <li>- Vision</li> <li>- Valuing ideas</li> <li>- Ethical and sustainable thinking</li> </ul>
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### Submodule 1.2

Level(Foundation)	<p><b>Title:</b> Market segmentation in Digital context</p>
	<p><b>Submodule overview :</b></p> <p>In this submodule, learners get to the basics of market segmentation within the digital context. The importance of dividing potential customers into groups and how to do this effectively in the digital age will be discussed. By the end, participants will be equipped to apply these segmentation skills to target the right audience for their digital ventures and enhance their chances of success online.</p>
	<p>Learning goals:</p> <ul style="list-style-type: none"> <li>• Understanding the importance of market segmentation for digital enterprises.</li> <li>• Familiarizing with different segmentation strategies and how to apply them in the digital context.</li> </ul> <p>Expected Learning Outcomes:</p> <ul style="list-style-type: none"> <li>• Recognize the significance of market segmentation in digital business.</li> <li>• Identify and define target markets using basic segmentation techniques.</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>- Opportunity recognition</li> <li>- Creativity</li> <li>- Planning and management</li> <li>- Taking the initiative</li> <li>- Learning through experience</li> </ul>



**Submodule 1.3**

Level(Foundation)

**Title:** Crafting a digital business plan

**Submodule overview :** In this submodule, learners will dive into the process of crafting a digital business plan. They will gain insights into the essential elements of a comprehensive plan, including setting objectives, outlining strategies, budgeting, and establishing measurable goals. By the end of this submodule, participants will possess the skills necessary to develop a robust digital business plan tailored to their specific ventures, setting a solid foundation for success in the digital landscape.

**Learning goals:**

- Understand the key components of a digital business plan, including objectives, strategies, budgeting, and measurable goals.
- Gain proficiency in analyzing market trends and identifying digital opportunities relevant to their business.
- Develop the ability to articulate a clear value proposition and competitive advantage within the digital marketplace.
- Acquire skills in strategic planning and decision-making tailored to the digital environment.
- Demonstrate the capacity to translate business goals into actionable steps and allocate resources effectively within a digital business plan.

**Entrecomp Competences:**

- Opportunity recognition: Identifying digital opportunities and market trends relevant to the business while crafting the plan.
- Planning and management: Developing and organizing the digital business plan, including setting objectives, strategies, and budgeting.
- Taking the initiative: Proactively seeking innovative approaches and solutions within the digital business plan.
- Creativity: Generating novel ideas and strategies to differentiate the business within the digital marketplace.
- Learning through experience: Continuously refining the digital business plan based on feedback and real-world insights to enhance its effectiveness.



### Submodule 1.4

Level(Foundation)

**Title:** Tools and technologies for digital ventures

**Submodule overview :** In this submodule, learners will learn to explore some tools and technologies essential for digital ventures. They will gain familiarity with software, platforms, and applications relevant to various aspects of digital business. By the end of this submodule, participants will be equipped with the knowledge and inspiration, empowering them to optimize their digital operations.

Tools (for example):

- Graphic design tool Canva
- Communication tool Teams
- ...

**Learning goals:**

- Gain familiarity with a variety of tools and technologies commonly used in digital ventures across different domains such as marketing, sales, customer service, ...
- Understand the functionalities and capabilities of each tool and how they can contribute to the efficiency and effectiveness of digital business operations.

**Expected Learning Outcomes:**

- Identify and describe common digital tools and technologies.
- Demonstrate basic proficiency in using popular digital tools and platforms.

**Entrecomp Competences:**

- Technological Skills: Digital Tools and Technologies - Developing proficiency in using a variety of digital tools and technologies essential for digital ventures.
- Opportunity recognition: Recognition - Identifying opportunities to leverage specific tools and technologies to enhance business processes and outcomes.



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|  | <ul style="list-style-type: none"><li>- Taking the initiative: Initiative and Entrepreneurship - Taking the initiative to explore and adopt new digital tools and technologies to improve business efficiency and competitiveness.</li><li>- Planning and management: Planning and Management - Strategically planning and managing the integration and implementation of digital tools and technologies within the business framework.</li><li>- Digital communication: Digital Communication - Communicating effectively using digital tools and technologies to collaborate, coordinate, and execute tasks within digital ventures.</li></ul> |
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**MODULE TOPICS/CONTENT DRAFT**

MODULE-1: Digital strategies and segmentation		
<b>Subject:</b>	<ul style="list-style-type: none"> <li>- Learn how to define your business and plan the necessary digital activities</li> </ul>	<b>Duration (in ah): 6 hours</b>
<b>Target audience:</b> Beginners in digital marketing and professionals with basic knowledge of digital marketing		
<b>Training methodology:</b> Interactive lectures, practical exercises, group discussions, and case studies.		
<b>Level :</b> Foundation/ <b>Intermediate</b> /Advanced/		
<b>Learning goals:</b>	<b>Expected Learning outcomes:</b>	
<p>Deepen understanding of digital strategies and their applications.</p> <ul style="list-style-type: none"> <li>- Master advanced market segmentation techniques.</li> <li>- Develop a detailed and tailored digital business plan.</li> <li>- Gain proficiency in using advanced digital tools and technologies.</li> </ul>	<ul style="list-style-type: none"> <li>- Explain concepts in digital strategies.</li> <li>- Demonstrate understanding of how digital strategies contribute to business success and help to create the first steps in digital marketing.</li> </ul>	
<b>Further information:</b>		
<p><b>Key Words:</b>  <b>Digital strategies Market segmentation Digital business plan Tools and technologies Online presence Target audience Digital communication</b></p>		



**Entrecomp competences:**  
**Opportunity recognition**  
**Initiative and self-direction**  
**Planning and management**  
**Taking the initiative**  
**Creativity**  
**Digital communication**  
**Learning through experience**

### Submodule 1.1

Level :Intermediate

Title: Introduction to digital strategies and segmentation

Submodule overview : In this submodule, learners will learn the fundamental concepts of digital strategies and segmentation, aimed at adult educators working with adults with migrant backgrounds and adults with migrant backgrounds who want to start their first digital venture. Participants will explore why digital strategies and segmentation are critical for the success of modern businesses and how these concepts can be effectively applied to help their enterprises grow.

Learning goals:

- Identifying various digital strategies and their applications in diverse business contexts.
- Applying digital strategies to enhance online presence, branding, and customer interaction.

Learning outcomes:

- Identify and analyze different digital strategies relevant to their business.
- Apply digital strategies effectively to improve online presence and customer engagement.

**Entrecomp Competences:**

- Opportunity recognition
- Creativity



	<ul style="list-style-type: none"> <li>- Vision</li> <li>- Valuing ideas</li> <li>- Ethical and sustainable thinking</li> </ul>
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<b>Submodule 1.2</b>
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Level(Intermediate)	<p><b>Title:</b> Market segmentation in Digital context</p>
	<p><b>Submodule overview :</b> This submodule focuses on market segmentation techniques, emphasizing their importance in digital businesses. Participants will learn how to identify and define target markets within the digital environment. Through practical exercises and case studies, learners will develop the skills to apply effective market segmentation strategies, enabling them to tailor marketing efforts and improve customer targeting for greater business success.</p>
	<p>Learning goals:</p> <ul style="list-style-type: none"> <li>• Developing the skill to identify and define target markets within the digital environment.</li> <li>• Being able to apply effective market segmentation strategies to better reach and serve the target audience.</li> </ul> <p>Expected Learning Outcomes:</p> <ul style="list-style-type: none"> <li>• Analyze and compare different segmentation strategies suitable for digital ventures.</li> <li>• Apply segmentation strategies to tailor marketing efforts and improve customer targeting.</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>- Opportunity recognition</li> <li>- Creativity</li> <li>- Planning and management</li> <li>- Taking the initiative</li> <li>- Learning through experience</li> </ul>

<b>Submodule 1.3</b>
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	<b>Title:</b> Crafting a digital business plan
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Level(Intermediate)	<p><b>Submodule overview</b> : In this submodule, learners will explore the components of a comprehensive digital business plan. Participants will learn how to integrate objectives, strategies, and budgeting into their plans, tailored to specific business goals and needs. Through analysis of successful digital business plans and hands-on activities, learners will gain the capability to develop, adapt, and refine their own digital business plans to align with their business objectives and drive growth</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>● Understand the key components of a digital business plan, including objectives, strategies, budgeting, and measurable goals.</li> <li>● Developing the capability to tailor a digital business plan to specific business goals and needs.</li> <li>● Analyzing and interpreting examples of effective digital business plans to draw lessons for one's own enterprise.</li> </ul> <p>Expected learning outcomes:</p> <ul style="list-style-type: none"> <li>● Adapt digital business plans to align with their business objectives and requirements.</li> <li>● Evaluate and draw insights from successful digital business plans to enhance their own planning efforts.</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>- Opportunity recognition: Identifying digital opportunities and market trends relevant to the business while crafting the plan.</li> <li>- Planning and management: Developing and organizing the digital business plan, including setting objectives, strategies, and budgeting.</li> <li>- Taking the initiative: Proactively seeking innovative approaches and solutions within the digital business plan.</li> <li>- Creativity: Generating novel ideas and strategies to differentiate the business within the digital marketplace.</li> <li>- Learning through experience: Continuously refining the digital business plan based on feedback and real-world insights to enhance its effectiveness.</li> </ul>

**Submodule 1.4**

**Title:** Tools and technologies for digital ventures



Level(Intermediate)	<p><b>Submodule overview</b> : This submodule introduces participants to a variety of advanced digital tools and technologies relevant to digital ventures. Learners will develop practical skills in using these tools for marketing, sales, customer service, and analytics. The submodule emphasizes the importance of selecting and integrating the right tools to optimize digital operations, providing hands-on experience and insights into how these technologies can enhance business efficiency and effectiveness.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"><li>● Developing practical skills in using popular digital tools and platforms.</li><li>● Building the capability to choose and integrate the right tools and technologies to optimize the digital operations of an enterprise.</li></ul> <p><b>Expected Learning Outcomes:</b></p> <ul style="list-style-type: none"><li>● Gain hands-on experience with popular digital tools and platforms.</li><li>● Select and integrate appropriate tools and technologies to enhance their company's digital operations.</li></ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"><li>- Technological Skills: Digital Tools and Technologies - Developing proficiency in using a variety of digital tools and technologies essential for digital ventures.</li><li>- Opportunity recognition: Recognition - Identifying opportunities to leverage specific tools and technologies to enhance business processes and outcomes.</li><li>- Taking the initiative: Initiative and Entrepreneurship - Taking the initiative to explore and adopt new digital tools and technologies to improve business efficiency and competitiveness.</li><li>- Planning and management: Planning and Management - Strategically planning and managing the integration and implementation of digital tools and technologies within the business framework.</li><li>- Digital communication: Digital Communication - Communicating effectively using digital tools and technologies to collaborate, coordinate, and execute tasks within digital ventures.</li></ul>



MODULE-2: Search Engine Optimization (SEO)	
<b>Subject: Search Engine Optimization (SEO)</b>	<b>Duration (in ah): 4-6 academic hours</b>
<b>Target audience: Adult educators working with adults with migrant background</b>	
<p><b>Training methodology:</b> The training methodology consists of theoretical input supported by examples. These can be examples of good practice or the presentation of practical tools. As well as benefiting from the transfer of knowledge, learners also have the opportunity to develop their competences.</p>	
<b>Level: Basic</b>	
<p><b>Learning goals:</b></p> <p><b><u>1.1.: Introduction to the world of SEO</u></b></p> <ul style="list-style-type: none"> <li>• Define the term SEO.</li> <li>• Understand that SEO is a part of online marketing.</li> <li>• Understand the impact of SEO practices on online visibility.</li> <li>• Get to know the goal of SEO.</li> <li>• Analyse the benefits of SEO for one own’s enterprise.</li> </ul> <p><b><u>1.2.: Back to top – Search engine?</u></b></p> <ul style="list-style-type: none"> <li>• Define the term and aim of search engines.</li> <li>• To get to know different search engines.</li> <li>• Understand one of the main processes of SEO: Crawling.</li> <li>• Understand one of the main processes of SEO: Indexing.</li> <li>• Understand one of the main processes of SEO: Ranking.</li> <li>• Raise awareness of the importance of crawling, indexing and ranking for one’s enterprise.</li> </ul> <p><b><u>1.3.: Get to know your target group</u></b></p> <ul style="list-style-type: none"> <li>• Define the term keywords and the different types of keywords in SEO.</li> </ul>	<p><b>Expected Learning outcomes:</b></p> <p><b><u>1.1.: Introduction to the world of SEO</u></b></p> <ul style="list-style-type: none"> <li>• Learners gain a first insight into SEO and its goal.</li> <li>• By the end of this module learners will be more aware of the importance of SEO for their business.</li> </ul> <p><b><u>1.2.: Back to top – Search engine?</u></b></p> <ul style="list-style-type: none"> <li>• Learners can define the basic functions and objectives of search engines.</li> <li>• Learners can identify the key processes of SEO including crawling, indexing and ranking.</li> <li>• Learners will be able to assess the importance of these processes to their enterprise's online visibility and understand their impact on search results.</li> </ul> <p><b><u>1.3.: Get to know your target group</u></b></p> <ul style="list-style-type: none"> <li>• Learners understand the different types of keywords and their role in SEO, giving them a more general understanding of their importance.</li> <li>• By focusing on target audience analysis, learners will recognise the strategic direction of SEO efforts and the importance of tailoring them to the target audience.</li> <li>• Learners will not only gain technical knowledge about keywords and their impact on website visibility but also learn about tools and methods for effective keyword analysis.</li> </ul>



- Raising awareness of the need for target group analysis in the keyword analysis process.
- Understand how keywords affect the searchability of a website.
- Get to know different tools (free and paid) for keyword analysis such as Google Keyword Planner.

#### **1.4.: Ways to online visibility**

- Gain an overview of the most important steps in SEO strategy.
- Define the fundamental principles of SEO.
- Acquire practical tips suitable for beginners in SEO.
- Know best practice examples.

#### **1.5.: Tips and Tricks**

- Gain an overview of the most important steps in SEO strategy.
- Define the fundamental principles of SEO.
- Acquire practical tips suitable for beginners in SEO.
- Know best practice examples.

#### **1.4.: Ways to online visibility**

- Learners will be able to identify and understand the basic principles of SEO to provide a solid foundation for website optimisation.
- Learners will be able to combine both theoretical and practical aspects of SEO to develop and apply practical and successful strategies.

#### **1.5.: Tips and Tricks**

- Learners will gain a comprehensive understanding of the basic principles and steps of an effective SEO strategy.
- Learners will gain both theoretical and practical knowledge of SEO, enabling them to successfully implement optimisation measures and apply best practice examples.

#### **Further information:**

##### **Key Words:**

##### **Entrecomp competences**

- Planning and management
- Valuing ideas
- Ethical & sustainable thinking
- Self-awareness & self-efficacy
- Creativity
- Vision
- Learning through experience
- Spotting opportunities
- Taking the initiative



Submodule 1.1. Introduction to the world of SEO	
<b>Level: Basic</b>	<b>Title: Introduction to the world of SEO</b>
	<b>Submodule overview:</b> In this module, learners will understand the importance and benefits of SEO for their enterprise. They will understand the impact of SEO practices on online visibility and recognise the goal of SEO, which is to improve search engine rankings.
	<b>Learning goals:</b> <ul style="list-style-type: none"> <li>• Define the term SEO.</li> <li>• Understand that SEO is a part of online marketing.</li> <li>• Understand the impact of SEO practices on online visibility.</li> <li>• Get to know the goal of SEO.</li> <li>• Analyse the benefits of SEO for one own’s enterprise.</li> </ul>
	<b>Entrecomp Competences:</b> <ul style="list-style-type: none"> <li>• Planning and management</li> <li>• Valuing ideas</li> <li>• Ethical &amp; sustainable thinking</li> <li>• Self-awareness &amp; self-efficacy</li> </ul>

Submodule 1.2. Back to top – Search engine?	
<b>Level: Basic</b>	<b>Title: Back to top – Search engine?</b>
	<b>Submodule overview:</b> In this module, learners are first introduced to the concept and purpose of search engines: They will learn how search engines work and why they are important. They will be introduced to different search engines and understand the differences between them. They will also be guided through the three key components of search engines - crawling, indexing and ranking. By the end, learners will have a good understanding of how they can use these components to improve the online visibility of their enterprise.
	<b>Learning goals:</b> <ul style="list-style-type: none"> <li>• Define the term and aim of search engines.</li> <li>• To get to know different search engines.</li> <li>• Understand one of the main processes of SEO: Crawling.</li> <li>• Understand one of the main processes of SEO: Indexing.</li> <li>• Understand one of the main processes of SEO: Ranking.</li> <li>• Raise awareness of the importance of crawling, indexing and ranking for one’s enterprise.</li> </ul>
	<b>Entrecomp Competences:</b>





	<ul style="list-style-type: none"> <li>• Planning and management</li> <li>• Valuing ideas</li> <li>• Ethical &amp; sustainable thinking</li> <li>• Self-awareness &amp; self-efficacy</li> </ul>
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**Submodule 1.3. Get to know your target group**

<b>Level: Basic</b>	<b>Title: Get to know your target group</b>
	<b>Submodule overview:</b> This module teaches the basic concepts of Search Engine Optimisation (SEO). Learners will be able to define the term "keywords" and differentiate between the different types of keywords in SEO. It emphasises the importance of target audience analysis in the keyword analysis process and shows how keywords influence the searchability of a website. It also introduces various free and paid tools for keyword analysis, including the Google Keyword Planner.
	<b>Learning goals:</b> <ul style="list-style-type: none"> <li>• Define the term keywords and the different types of keywords in SEO.</li> <li>• Raising awareness of the need for target group analysis in the keyword analysis process.</li> <li>• Understand how keywords affect the searchability of a website.</li> <li>• Get to know different tools (free and paid) for keyword analysis such as Google Keyword Planner.</li> </ul>
	<b>Entrecomp Competences:</b> <ul style="list-style-type: none"> <li>• Creativity</li> <li>• Vision</li> <li>• Valuing ideas</li> <li>• Learning through experience</li> </ul>

**Submodule 1.4. Ways to online Visibility**

<b>Level: Basic</b>	<b>Title: Ways to online visibility</b>
	<b>Submodule overview:</b> This module provides a comprehensive insight into the two main components of SEO: on-page and off-page optimisation. It covers the analysis of all relevant content creation factors, including text, video, images, links, meta tags and URL structure. It also covers all the technical aspects of successful on-page SEO, such as page load speed, mobile usability and sitemap integration. Special attention is given to understanding



	the importance of backlinks for SEO and the role of social signals for off-page optimisation.
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Get to know the two main components of SEO: On-page and off-page optimization.</li> <li>• Analysis of all the factors involved in the creation of content (text, video, images, links, meta tags, URL structure, etc.).</li> <li>• Analysis of all the technical factors for successful on-page SEO (page speed, mobile responsiveness, sitemap, ...)</li> <li>• Develop an understanding of the importance of backlinks to SEO.</li> <li>• Understand the importance of social signs for off-page SEO.</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>• Vision</li> <li>• Learning through Experience</li> <li>• Valuing ideas</li> <li>• Self-awareness &amp; self-efficacy</li> </ul>

Submodule 1.5. Tipps and Tricks	
<b>Level: Basic</b>	<b>Title: Tipps and Tricks</b>
	<p><b>Submodule overview:</b> In this sub-module, learners will get an overview/summary of the most important steps to take for the best SEO strategy. This short guide also includes tips for anyone who is a beginner when it comes to SEO.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Gain an overview of the most important steps in SEO strategy.</li> <li>• Define the fundamental principles of SEO.</li> <li>• Acquire practical tips suitable for beginners in SEO.</li> <li>• Know best practice examples.</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>• Vision</li> <li>• Planning and Management</li> <li>• Learning through experience</li> <li>• Spotting opportunities</li> <li>• Taking the initiative</li> </ul>



**MODULE-2: Search Engine Optimization (SEO)**

<b>Subject: Search Engine Optimization (SEO)</b>		<b>Duration (in ah): 8 academic hours</b>
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**Target audience: Adult educators working with adults with migrant background**

**Training methodology:** The training methodology consists of theoretical input supported by examples. These can be examples of good practice or the presentation of practical tools. As well as benefiting from the transfer of knowledge, learners also have the opportunity to develop their competences.

**Level: Intermediate**

<p><b>Learning goals:</b></p> <p><b><u>1.1.: Introduction to the world of SEO</u></b></p> <ul style="list-style-type: none"> <li>• Define the term search engine and give examples.</li> <li>• Define the term SEO.</li> <li>• Explain the importance of SEO in online marketing.</li> <li>• Identify the benefits of SEO.</li> <li>• Understand the impact of SEO practice on online visibility.</li> </ul> <p><b><u>1.2.: Get to know your target group</u></b></p> <ul style="list-style-type: none"> <li>• Define the term keyword and the different types of keywords in SEO.</li> <li>• Understand how keywords affect the searchability of a website.</li> <li>• Build awareness of the importance of target group analysis in SEO.</li> <li>• Analyse one’s target group and their needs.</li> <li>• Apply keyword analysis methods.</li> </ul> <p><b><u>1.3.: SEO Essentials: On-Page &amp; Off-Page Strategies</u></b></p> <ul style="list-style-type: none"> <li>• Define the term on-page SEO and off-page SEO.</li> </ul>	<p><b>Expected Learning outcomes:</b></p> <p><b><u>1.1.: Introduction to the world of SEO</u></b></p> <ul style="list-style-type: none"> <li>• Learners gain a first insight into SEO and its goal.</li> <li>• By the end of this module learners will be more aware of the importance of SEO for their business.</li> </ul> <p><b><u>1.2.: Get to know your target group</u></b></p> <ul style="list-style-type: none"> <li>• Learners will be able to identify and explain basic concepts of keywords and their types in SEO to provide a broader base of understanding.</li> <li>• Learners will be able to explain the interactions between keywords and website visibility, enabling them to better understand the importance of keywords in SEO strategy.</li> <li>• Learners will be able to recognise and apply the importance of target audience analysis in SEO practice by understanding the needs of their target audience and applying appropriate keyword analysis methods to optimise their content in a targeted manner.</li> </ul> <p><b><u>1. 3.: SEO Essentials: On-Page &amp; Off-Page Strategies</u></b></p> <ul style="list-style-type: none"> <li>• Learners will be able to understand the fundamental importance of on-page SEO and recognise its relevance to the visibility and ranking of websites in search engines.</li> <li>• Learners will develop a comprehensive understanding that quality content is at the heart of effective on-page SEO and will be able to</li> </ul>
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- Understand the importance of on-page and off-page SEO.
- Build awareness of the importance of content as the core of on-page SEO.
- Apply all the factors involved in creating content (text, video, images, links, meta tags, URL structure,... )
- Apply all the technical factors for successful on-page SEO (page speed, mobile responsiveness, sitemap,...)
- Develop an understanding of the importance of backlinks to SEO.
- Get to know methods for generating high-quality backlinks.
- Understand the importance of social signs for off-page SEO.

#### **1.4.: Boost your SEO: Monitoring Made Easy**

- Explain why SEO monitoring is important.
- Name the advantages of regular SEO monitoring.
- Define the term KPIs (Key Performance Indicators)
- Evaluate the most important on-page KPIs (organic traffic, keyword ranking, average time on page, bounce rate)
- Evaluate the most important off-page KPIs (backlink quality and quantity)
- Evaluate the most important general KPIs (page load time, indexing in Google, mobile user experience)
- Apply tools for SEO monitoring.

#### **1.5.: Tips and Tricks**

- Gain an overview of the most important steps in SEO strategy.

formulate strategies for creating and optimising content, taking into account different media formats and elements.

- Learners will be able to apply and integrate all relevant factors, both content and technical, that are important for successful on-page SEO to ensure optimal visibility and user experience on websites.
- Learners will be able to define and explain complex concepts such as off-page SEO and understand their importance in the overall search engine optimisation strategy.
- Identify and apply different methods of generating high quality backlinks to increase the visibility of a website.
- Understand the factors that influence a website's ranking and be able to analyse how social signals and backlinks play a role in search engine rankings.

#### **1.4.: Boost your SEO: Monitoring Made Easy**

- Learners understand the importance of SEO monitoring and can explain why regular monitoring is essential to the success of a website.
- Learners will be able to state the benefits of regular SEO monitoring and emphasise the impact on a website's performance, highlighting benefits such as improved visibility, traffic and conversion rates.
- Learners will be able to define and evaluate relevant SEO KPIs, both on-page and off-page, as well as general KPIs, and use tools effectively to monitor and analyse them.

#### **1.5. : Tips and Tricks**

- Gain an overview of the most important steps in SEO strategy.
- Define the fundamental principles of SEO.
- Acquire practical tips suitable for beginners in SEO.
- Know best practice examples.



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| <ul style="list-style-type: none"><li>• Define the fundamental principles of SEO.</li><li>• Acquire practical tips suitable for beginners in SEO.</li><li>• Know best practice examples.</li></ul> |  |
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**Further information:**

**Key Words:**

**Entrecomp competences**

- Planning and management
- Valuing ideas
- Ethical & sustainable thinking
- Self-awareness & self-efficacy
- Creativity
- Vision
- Learning through experience
- Spotting opportunities
- Taking the initiative



<b>Submodule 1.1. Introduction to the world of SEO</b>	
<b>Level: Intermediate</b>	<b>Title: Introduction to the world of SEO</b>
	<b>Submodule overview:</b> In this submodule, learners gain a first insight into the theme of Search Engine Optimization. They will raise awareness of the need for SEO for their own business.
	<b>Learning goals:</b> <ul style="list-style-type: none"><li>• Define the term search engine and give examples.</li><li>• Define the term SEO.</li><li>• Explain the importance of SEO in online marketing.</li><li>• Identify the benefits of SEO.</li><li>• Understand the impact of SEO practice on online visibility.</li></ul>
	<b>Entrecomp Competences:</b> <ul style="list-style-type: none"><li>• Planning and management</li><li>• Valuing ideas</li><li>• Ethical &amp; sustainable thinking</li><li>• Self-awareness &amp; self-efficacy</li></ul>

<b>Submodule 1.2. Get to know your target group</b>	
<b>Level: Intermediate</b>	<b>Title: Get to know your target group</b>
	<b>Submodule overview:</b> This sub-module focuses on one of the most important aspects of SEO: keywords. In addition to theoretical input, methods and tools for keyword analysis are described. Students will learn how to perform a keyword analysis taking into account their target audience and needs.
	<b>Learning goals:</b> <ul style="list-style-type: none"><li>• Define the term keyword and the different types of keywords in SEO.</li><li>• Understand how keywords affect the searchability of a website.</li><li>• Build awareness of the importance of target group analysis in SEO.</li><li>• Analyse one's target group and their needs.</li><li>• Apply keyword analysis methods.</li><li>• Get to know different tools (free and paid) for keyword analysis such as Google Keyword Planner.</li></ul>
	<b>Entrecomp Competences:</b> <ul style="list-style-type: none"><li>• Creativity</li><li>• Vision</li></ul>



	<ul style="list-style-type: none"> <li>• Valuing ideas</li> <li>• Learning through experience</li> </ul>
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<b>Submodule 1.3. SEO Essentials: On-Page &amp; Off-Page Strategies</b>	
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<b>Level: Intermediate</b>	<b>Title: SEO Essentials: On-Page &amp; Off-Page Strategies</b>
	<p><b>Submodule overview:</b> This chapter focuses on a comprehensive understanding of on-page and off-page SEO. It teaches the essential aspects of optimising a website for search engines. Learners will gain an understanding of content creation as the core of on-page SEO. It also focuses on the technical aspects, as technology is the code behind every website. Further learners will learn about activities that are carried out outside a website to increase the website's search engine rankings. It is all about off-page SEO. The focus is on backlinks, but other factors that influence a website's ranking will also be considered in this module.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Define the term on-page SEO and off-page SEO.</li> <li>• Understand the importance of on-page and off-page SEO.</li> <li>• Build awareness of the importance of content as the core of on-page SEO.</li> <li>• Apply all the factors involved in creating content (text, video, images, links, meta tags, URL structure,... )</li> <li>• Apply all the technical factors for successful on-page SEO (page speed, mobile responsiveness, sitemap,...)</li> <li>• Develop an understanding of the importance of backlinks to SEO.</li> <li>• Get to know methods for generating high-quality backlinks.</li> <li>• Understand the importance of social signs for off-page SEO.</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>• Vision</li> <li>• Learning through Experience</li> <li>• Valuing ideas</li> <li>• Self-awareness &amp; self-efficacy</li> </ul>

<b>Submodule 1.4. Boost Your SEO: Monitoring Made Easy</b>	
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<b>Level: Intermediate</b>	<b>Title: Boost Your SEO: Monitoring Made Easy</b>
	<p><b>Submodule overview:</b> In this sub-module, learners will get all the input that is needed to improve their SEO strategy regularly. The focus is on KPIs,</p>



	<p>especially on evaluating the most important on-page, off-page and general KPIs. Further learners get to know different tools that support the regular monitoring process.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Explain why SEO monitoring is important.</li> <li>• Name the advantages of regular SEO monitoring.</li> <li>• Define the term KPIs (Key Performance Indicators)</li> <li>• Evaluate the most important on-page KPIs (organic traffic, keyword ranking, average time on page, bounce rate)</li> <li>• Evaluate the most important off-page KPIs (backlink quality and quantity)</li> <li>• Evaluate the most important general KPIs (page load time, indexing in Google, mobile user experience)</li> <li>• Apply tools for SEO monitoring.</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>• Spotting opportunities</li> <li>• Vision</li> <li>• Valuing ideas</li> <li>• Learning through experience</li> </ul>

Submodule 1.5. Tips and Tricks	
<b>Level: Intermediate</b>	<p><b>Title: Tips and Tricks</b></p>
	<p><b>Submodule overview:</b> In this sub-module, learners will get an overview/summary of the most important steps to take for the best SEO strategy. This short guide also includes tips for anyone who is a beginner when it comes to SEO.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Gain an overview of the most important steps in SEO strategy.</li> <li>• Define the fundamental principles of SEO.</li> <li>• Acquire practical tips suitable for beginners in SEO.</li> <li>• Know best practice examples.</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>• Vision</li> <li>• Planning and Management</li> <li>• Learning through experience</li> <li>• Spotting opportunities</li> </ul>





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	<ul style="list-style-type: none"><li>• Taking the initiative</li></ul>
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## MODULE 3: E-COMMERCE

**Subject:**  
E-COMMERCE

**Duration (in ah):** 6 academic hours

**Target audience:** ADULTS,ADULT EDUCATORS,FACILITATORS.

### Introduction

In this module, learners will explore the fundamentals of e-commerce, understanding the landscape, benefits, and essential steps to setting up an e-commerce business. Through focused lessons, participants will gain foundational knowledge and practical skills to navigate the digital marketplace.

**Level : Foundation**

### Learning goals:

- Understand the basic concepts and importance of e-commerce.
- Identify the steps to establish an e-commerce business.
- Recognize the various business models in e-commerce.

### Expected Learning outcomes:

- Learners will demonstrate an understanding of the e-commerce landscape and its significance.
- Learners will be able to outline the process of setting up an e-commerce business.
- Learners will identify different e-commerce business models and their characteristics.

**Key Words:** Digital Marketing, E-Commerce, Online Business, Market Research, Business Models.

**Entrecomp Competences:** Taking initiative, Learning through experience, Spotting opportunities, Planning and management.

### Submodule 3.1 Overview of the E-Commerce Landscape

<b>Level : Foundation</b>	<b>Title:</b> Overview of the E-Commerce Landscape
	<b>Submodule overview :</b>  This submodule introduces learners to the history and evolution of e-commerce, highlighting key trends and the global impact of digital marketplaces.
	<b>Learning goals:</b> <ul style="list-style-type: none"><li>• Understand the historical context and evolution of e-commerce.</li><li>• Recognize the global impact and current trends in e-commerce.</li></ul>
	<b>Entrecomp Competences:</b>  Spotting opportunities, Learning through experience.

### Submodule 3.2 Setting Up an E-Commerce Business

	<b>Title:</b> Setting Up an E-Commerce Business
	<b>Submodule overview :</b>

<b>Level : Foundation</b>	Learners will explore the essential steps in establishing an e-commerce business, from identifying a niche market to creating a business plan and choosing the right e-commerce platform.
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Identify a profitable niche market and develop a business plan.</li> <li>• Understand the various e-commerce platforms and their features</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <p>Taking initiative, Planning and management.</p>

<b>Submodule 3.3 Importance and Benefits of E-Commerce</b>	
<b>Level : Foundation</b>	<p><b>Title:</b></p> <p>Importance and Benefits of E-Commerce</p>
	<p><b>Submodule overview :</b></p> <p>This submodule discusses the significance of e-commerce in the modern economy and the benefits it offers to businesses and consumers alike.</p>
	<p><b>Learning goals:</b></p>

	<ul style="list-style-type: none"> <li>• Understand the importance of e-commerce in the global economy.</li> <li>• Identify the benefits of e-commerce for businesses and consumers.</li> </ul>
	<p><b>Entrecomp Competences:</b> Spotting opportunities, Vision.</p>

**Submodule 3.4 Choosing an E-Commerce Platform**

<p><b>Level : Foundation</b></p>	<p><b>Title:</b> Choosing an E-Commerce Platform</p>
	<p><b>Submodule overview :</b></p> <p>Learners will explore different e-commerce platforms, comparing their features and understanding how to choose the best platform for their business needs.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Compare various e-commerce platforms.</li> <li>• Make informed decisions on choosing the right platform for a business.</li> </ul>
	<p><b>Entrecomp Competences:</b> Planning and management, Taking initiative.</p>

### Submodule 3.5 Ensuring Mobile Responsiveness

<b>Level : Foundation</b>	<b>Title:</b> Ensuring Mobile Responsiveness
	<b>Submodule overview :</b>  Ensuring mobile responsiveness for an e-commerce website is crucial in today's digital landscape, where an increasing number of consumers use mobile devices to browse and shop online. Mobile responsiveness refers to the ability of a website to adapt and display properly on various screen sizes and devices, including smartphones and tablets.
	<b>Learning goals:</b> <ul style="list-style-type: none"><li>• Implement strategies to ensure mobile responsiveness.</li><li>• Understand the importance of mobile responsiveness for e-commerce websites.</li></ul>
	<b>Entrecomp Competences:</b> Planning and management, Taking initiative

### Submodule 3.6 Enhancing User Experience (UX) and User Interface (UI)

	<b>Title:</b> Enhancing User Experience (UX) and User Interface (UI)
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<b>Level : Foundation</b>	<p><b>Submodule overview :</b></p> <p>This submodule covers strategies for creating a seamless and engaging shopping experience, focusing on intuitive navigation, mobile responsiveness, visual appeal, simplified checkout processes, and personalization.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Implement strategies to enhance UX and UI.</li> <li>• Understand the importance of mobile responsiveness and fast loading speeds.</li> </ul>
	<p><b>Entrecomp Competences:</b> Creativity, Spotting opportunities, Planning and management</p>

<b>Submodule 3.7 Website Security and SSL Certificates for E-Commerce</b>	
<b>Level : Foundation</b>	<p><b>Title:</b> Website Security and SSL Certificates for E-Commerce</p>
	<p><b>Submodule overview :</b></p> <p>Learners will understand the importance of website security and how SSL certificates protect online transactions, ensuring data confidentiality, integrity, and authenticity.</p>
	<p><b>Learning goals:</b></p>

	<ul style="list-style-type: none"> <li>• Implement SSL certificates for secure online transactions.</li> <li>• Understand the role of website security in building customer trust.</li> </ul>
	<p><b>Entrecomp Competences:</b> Planning and management, Learning through experience</p>

<p align="center"><b>Submodule 3.8 Payment Processing and Logistics</b></p>	
<p><b>Level : Foundation</b></p>	<p><b>Title:</b> Payment Processing and Logistics</p>
	<p><b>Submodule overview :</b></p> <p>This submodule explores various payment gateway options, transaction management, payment security, and effective shipping strategies.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Choose the right payment gateway for your e-commerce business.</li> <li>• Implement secure payment processing systems.</li> <li>• Develop effective shipping strategies.</li> </ul>



	<b>Entrecomp Competences:</b> Planning and management, Taking initiative.
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<b>Submodule 3.9 Future Trends in E-Commerce</b>
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<b>Level : Foundation</b>	<b>Title:</b> Future Trends in E-Commerce
	<b>Submodule overview :</b>  Learners will analyze future trends such as AI, AR/VR, voice commerce, sustainability, and omnichannel integration, understanding their potential impact on the e-commerce industry.
	<b>Learning goals:</b> <ul style="list-style-type: none"> <li>● Evaluate future trends and their impact on e-commerce.</li> <li>● Develop strategies to adapt to emerging trends.</li> </ul>
	<b>Entrecomp Competences:</b> Vision, Spotting opportunities, Planning and management

<b>Submodule 3.10 Tips and Tricks for E-Commerce Success</b>
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	<b>Title:</b> Tips and Tricks for E-Commerce Success
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<b>Level : Foundation</b>	<b>Submodule overview :</b>  This submodule provides practical tips and tricks for creating a successful e-commerce business, focusing on niche identification, platform selection, UX optimization, SEO, security, and customer support.
	<b>Learning goals:</b> <ul style="list-style-type: none"><li>• Implement practical strategies for e-commerce success.</li><li>• Optimize e-commerce operations for growth and sustainability.</li></ul>
	<b>Entrecomp Competences:</b> Creativity, Learning through experience, Taking initiative

## MODULE 3: E-COMMERCE

**Subject:**  
E-COMMERCE

**Duration (in ah):** 6 academic hours

**Target audience:** ADULTS,ADULT EDUCATORS,FACILITATORS.

### Introduction

In this module, learners will explore the intermediate aspects of e-commerce, gaining a deep understanding of the current landscape, industry trends, and the tools and strategies driving online business success.

**Level :** Intermediate

### Learning goals:

- Understand the evolution and current landscape of e-commerce.
- Explore different e-commerce business models.
- Learn the essential steps for setting up an e-commerce business.
- Discover strategies for enhancing user experience (UX) and user interface (UI).
- Identify best practices for payment processing and logistics.
- Analyze future trends in e-commerce.
- Apply practical knowledge through case studies and exercises.

### Expected Learning outcomes:

- Learners will demonstrate an understanding of the e-commerce landscape and its significance.
- Learners will be able to outline the process of setting up an e-commerce business.
- Learners will identify different e-commerce business models and their characteristics.
- Learners will implement strategies to enhance UX and UI.
- Learners will manage transactions and payment security effectively.
- Learners will develop and execute shipping strategies.
- Learners will evaluate future trends and their impact on e-commerce.
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<p><b>Key Words:</b> Digital Marketing, E-Commerce, Online Business, Market Research, Business Models, UX, UI, Payment Processing, Logistics, Future Trends</p> <p><b>Entrecomp Competences:</b> Taking initiative, Learning through experience, Spotting opportunities, Planning and management</p>	

Submodule 3.1 Overview of the E-Commerce Landscape	
<b>Level : Intermediate</b>	<b>Title:</b> Overview of the E-Commerce Landscape
	<p><b>Submodule overview :</b></p> <p>This submodule introduces learners to the history and evolution of e-commerce, highlighting key trends and the global impact of digital marketplaces.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Understand the historical context and evolution of e-commerce.</li> <li>• Recognize the global impact and current trends in e-commerce.</li> </ul>
	<b>Entrecomp Competences:</b>

	Spotting opportunities, Learning through experience.
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Submodule 3.2 Setting Up an E-Commerce Business	
<b>Level : Intermediate</b>	<b>Title:</b> Setting Up an E-Commerce Business
	<p><b>Submodule overview :</b></p> <p>Learners will explore the essential steps in establishing an e-commerce business, from identifying a niche market to creating a business plan and choosing the right e-commerce platform.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>● Identify a profitable niche market and develop a business plan.</li> <li>● Understand the various e-commerce platforms and their features</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <p>Taking initiative, Planning and management.</p>

### Submodule 3.3 Importance and Benefits of E-Commerce

<b>Level : Intermediate</b>	<b>Title:</b> Importance and Benefits of E-Commerce
	<b>Submodule overview :</b>  This submodule discusses the significance of e-commerce in the modern economy and the benefits it offers to businesses and consumers alike.
	<b>Learning goals:</b> <ul style="list-style-type: none"><li>• Understand the importance of e-commerce in the global economy.</li><li>• Identify the benefits of e-commerce for businesses and consumers.</li></ul>
	<b>Entrecomp Competences:</b> Spotting opportunities, Vision.

### Submodule 3.4 Choosing an E-Commerce Platform

	<b>Title:</b> Choosing an E-Commerce Platform
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<b>Level : Intermediate</b>	<p><b>Submodule overview :</b></p> <p>Learners will explore different e-commerce platforms, comparing their features and understanding how to choose the best platform for their business needs.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Compare various e-commerce platforms.</li> <li>• Make informed decisions on choosing the right platform for a business.</li> </ul>
	<p><b>Entrecomp Competences:</b> Planning and management, Taking initiative.</p>

<b>Submodule 3.5 Ensuring Mobile Responsiveness</b>	
<b>Level : Intermediate</b>	<p><b>Title:</b> Ensuring Mobile Responsiveness</p>
	<p><b>Submodule overview :</b></p> <p>Ensuring mobile responsiveness for an e-commerce website is crucial in today's digital landscape, where an increasing number of consumers use mobile devices to browse and shop online. Mobile responsiveness refers to the ability of a website to adapt and display properly on various screen sizes and devices, including smartphones and tablets.</p>

	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Implement strategies to ensure mobile responsiveness.</li> <li>• Understand the importance of mobile responsiveness for e-commerce websites.</li> </ul>
	<p><b>Entrecomp Competences:</b> Planning and management, Taking initiative</p>

**Submodule 3.6 Enhancing User Experience (UX) and User Interface (UI)**

<b>Level : Intermediate</b>	<p><b>Title:</b> Enhancing User Experience (UX) and User Interface (UI)</p>
	<p><b>Submodule overview :</b></p> <p>This submodule covers strategies for creating a seamless and engaging shopping experience, focusing on intuitive navigation, mobile responsiveness, visual appeal, simplified checkout processes, and personalization.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Implement strategies to enhance UX and UI.</li> <li>• Understand the importance of mobile responsiveness and fast loading speeds.</li> </ul>



	<b>Entrecomp Competences:</b> Creativity, Spotting opportunities, Planning and management
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### Submodule 3.7 Website Security and SSL Certificates for E-Commerce

**Level : Intermediate**

**Title:**

Website Security and SSL Certificates for E-Commerce

**Submodule overview :**

Learners will understand the importance of website security and how SSL certificates protect online transactions, ensuring data confidentiality, integrity, and authenticity.

**Learning goals:**

- Implement SSL certificates for secure online transactions.
- Understand the role of website security in building customer trust.

**Entrecomp Competences:** Planning and management, Learning through experience

### Submodule 3.8 Payment Processing and Logistics

<b>Level : Intermediate</b>	<p><b>Title:</b> Payment Processing and Logistics</p>
	<p><b>Submodule overview :</b></p> <p>This submodule explores various payment gateway options, transaction management, payment security, and effective shipping strategies.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Choose the right payment gateway for your e-commerce business.</li> <li>• Implement secure payment processing systems.</li> <li>• Develop effective shipping strategies.</li> </ul>
	<p><b>Entrecomp Competences:</b> Planning and management, Taking initiative.</p>

<b>Submodule 3.9 Future Trends in E-Commerce</b>	
	<p><b>Title:</b> Future Trends in E-Commerce</p>

<b>Level : Intermediate</b>	<p><b>Submodule overview :</b></p> <p>Learners will analyze future trends such as AI, AR/VR, voice commerce, sustainability, and omnichannel integration, understanding their potential impact on the e-commerce industry.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Evaluate future trends and their impact on e-commerce.</li> <li>• Develop strategies to adapt to emerging trends.</li> </ul>
	<p><b>Entrecomp Competences:</b> Vision, Spotting opportunities, Planning and management</p>

<b>Submodule 3.10 Tips and Tricks for E-Commerce Success</b>	
<b>Level : Intermediate</b>	<p><b>Title:</b> Tips and Tricks for E-Commerce Success</p>
	<p><b>Submodule overview :</b></p> <p>This submodule provides practical tips and tricks for creating a successful e-commerce business, focusing on niche identification, platform selection, UX optimization, SEO, security, and customer support.</p>
	<p><b>Learning goals:</b></p>

	<ul style="list-style-type: none"> <li>• Implement practical strategies for e-commerce success.</li> <li>• Optimize e-commerce operations for growth and sustainability.</li> </ul>
	<p><b>Entrecomp Competences:</b> Creativity, Learning through experience, Taking initiative</p>

**Practical Exercises and Case Studies**

1. **Creating a Business Plan:** Draft an executive summary, describe your business model, conduct market research, create a market analysis report, develop a marketing and sales strategy, outline operational aspects, create financial projections, and introduce your management team.
2. **SWOT Analysis:** Conduct a SWOT analysis for a chosen e-commerce niche.
3. **Platform Comparison:** Compare and contrast different e-commerce platforms based on features, costs, and suitability for different business models.
4. **UX/UI Enhancements:** Propose enhancements to a given e-commerce website to improve UX and UI.
5. **Security Implementation:** Develop a plan to implement SSL certificates and other security measures for an e-commerce site.
6. **Future Trends Adaptation:** Create a strategy to adapt to a future trend in e-commerce, such as AI or AR.



MODULE 4:E-mail marketing		
<b>Subject:</b>	Email marketing	<b>Duration (in ah):</b> 16 academic hours
<b>Target audience:</b> Adults, Adults educators and facilitators.		
<p><b>Aim of the module:</b></p> <p>In the contemporary digital era, effective communication through e-mail marketing has become an indispensable tool for organizations and individuals alike. This module aims to provide adult educators and facilitators, particularly those working with low-skilled adults with migrant backgrounds, with comprehensive insights and practical skills to harness the power of email marketing. By leveraging e-mail marketing strategies tailored to their unique audience, educators can foster engagement, promote inclusivity, and achieve impactful learning outcomes. This training module empowers adult educators with the knowledge and tools needed to create compelling e-mail campaigns, ultimately enhancing educational experiences and fostering community connections.</p>		
<p><b>Training methodology:</b></p> <p>This module employs a combination of hands-on activities and discussions to effectively prepare adult educators and facilitators for the intricacies of email marketing. Participants will engage in practical exercises to build skills in audience engagement, subscriber list management, audience segmentation, and the implementation of tailored email strategies and campaigns. Special emphasis is placed on creating automated workflows designed to meet the unique needs of low-skilled adults with migrant backgrounds within educational settings.</p>		
<b>Level :</b> Foundation		
<p><b>Learning goals:</b></p> <p>By the end of this module, learners will be able to:</p> <ul style="list-style-type: none"> <li>- Utilize foundational segmentation techniques to target diverse audience groups effectively.</li> <li>- Implement basic content strategies tailored to cultural and demographic diversity.</li> <li>- Use AI-driven tools for predictive analytics, automation of segmentation, content generation, and scheduling.</li> <li>- Create email campaign performance through real-time insights and continuous automation.</li> </ul>	<p><b>Expected Learning outcomes:</b></p> <p>Learners will be capable of:</p> <ul style="list-style-type: none"> <li>- Define key concepts and principles of email marketing.</li> <li>- Explain the relevance and application of e-mail marketing in the context of adult education and low-skilled adults with migrant backgrounds.</li> <li>- Apply simple audience segmentation strategies to create targeted and relevant email campaigns.</li> <li>- Craft engaging and relevant content tailored to the educational goals, language proficiency, and cultural context of the audience.</li> <li>- Utilize basic copywriting and design principles to create engaging and accessible email messages.</li> <li>- Identify and use entry-level AI tools to analyze audience data and predict future behaviors.</li> </ul>	



<ul style="list-style-type: none"> <li>- Engage effectively with educators, community leaders, and internal teams to optimize campaign outcomes.</li> <li>- Implement strategies for building trust, resolving conflicts, and fostering collaboration among stakeholders.</li> <li>- Interpret campaign effectiveness using key performance metrics like open rates, click-through rates, and conversion rates.</li> <li>- Utilize foundational analytics tools and A/B testing methods to refine strategies and achieve better campaign results.</li> <li>- Make data-driven decisions to continuously improve email marketing strategies.</li> <li>- Adapt to industry trends and technological advancements in AI and email marketing tools for enhanced campaign performance.</li> </ul>	<ul style="list-style-type: none"> <li>- Implement basic automation workflows to streamline segmentation, content creation, and email scheduling processes.</li> <li>- Monitor and evaluate the performance of email campaigns using key metrics, analytics, and feedback mechanisms.</li> <li>- Engage with educators, facilitators, and community leaders to gather insights, feedback, and support for email marketing initiatives.</li> <li>- Foster collaboration, teamwork, and mutual understanding among stakeholders involved in planning, executing, and evaluating e-mail campaigns.</li> <li>- Analyse the effectiveness, impact, and ROI (Return on Investment) of email marketing initiatives in achieving educational objectives.</li> <li>- Use basic analytics tools to gather data and refine email marketing strategies based on test results.</li> <li>- Identify strengths, areas for improvement, and opportunities for innovation to enhance future email marketing efforts.</li> <li>- Stay updated on the latest trends and advancements in AI and email marketing technologies.</li> <li>- Integrate new tools and techniques into email marketing strategies to maintain a competitive edge and improve campaign outcomes.</li> </ul>
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**Further information:**  
**Key Words:** Email marketing, adult education, low-skilled adults, migrant backgrounds, audience engagement, subscriber lists, audience segmentation, educational context, hands-on activities, practical exercises, automated workflows  
**Entrecomp competences**  
 Digital competence  
 Initiative and self-awareness  
 Learning to learn  
 Cultural sensitivity  
 Collaboration  
 Communication  
 Entrepreneurship



Submodule 4.1	
<b>Level: Foundation</b>	<b>Title: Email Marketing Fundamentals</b>
	<p><b>Submodule overview:</b> Email Marketing Fundamentals is designed to provide adult educators and facilitators with a comprehensive understanding of the foundational aspects of email marketing. This submodule covers essential principles and practices to effectively engage and communicate with diverse audiences, including adult learners and low-skilled migrants.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>-Understand the Basics of Email Marketing.</li> <li>-Implement the Email Marketing Process.</li> <li>-Craft Engaging Content</li> <li>-Utilize Key Terminology</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>- <b>Spotting Opportunities:</b> Learners identify diverse audience groups and tailor email marketing campaigns to meet their needs.</li> <li>-<b>Creativity:</b> Learners design engaging and innovative email content.</li> <li>-<b>Self-Awareness and Self-Efficacy:</b> Learners gain confidence in using email marketing tools and techniques.</li> <li>-<b>Mobilizing Resources:</b> Learners use available tools and platforms effectively to execute their email marketing strategies.</li> </ul>

Submodule 4.2	
<b>Level: Foundation</b>	<b>Title: Audience Engagement</b>
	<p><b>Submodule overview:</b> This submodule provides an introduction to the essential techniques and strategies for effectively engaging audiences through email marketing. Audience engagement techniques are vital for capturing and maintaining the interest of your target audience, fostering meaningful interactions, and encouraging active participation. This submodule covers the steps and types of engagement methods, highlighting the importance of understanding your audience, crafting compelling messages, using visuals, and employing persuasive strategies.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>-Understand and apply foundational audience engagement techniques to capture and maintain the interest of diverse audience groups.</li> </ul>



	<ul style="list-style-type: none"> <li>-Develop content that resonates with the audience using storytelling, persuasive strategies, and clear, compelling language.</li> <li>-Utilize various types of visual content, such as images, videos, and infographics, to enhance audience engagement.</li> <li>-Implement interactive content strategies, such as quizzes and polls, to encourage active audience participation.</li> <li>-Personalize email content to meet the specific needs and preferences of different audience segments.</li> <li>-Analyze audience engagement metrics to measure the effectiveness of engagement efforts and refine strategies accordingly.</li> <li>-Employ key terminology in audience engagement and visual communication to articulate and implement effective engagement strategies.</li> </ul> <p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>-<b>Spotting Opportunities:</b> Learners will be able to identify and create opportunities for engagement by understanding their audience’s needs and interests.</li> <li>-<b>Creativity:</b> Learners will develop creative content that resonates with the audience through compelling storytelling and visual communication.</li> <li>-<b>Vision:</b> Learners will envision how their email campaigns can create meaningful interactions and foster long-term audience engagement.</li> <li>-<b>Valuing Ideas:</b> Learners will appreciate the value of diverse content strategies and visual elements in enhancing audience engagement.</li> <li>-<b>Motivation and Perseverance:</b> Learners will be motivated to continually refine their engagement techniques based on audience feedback and performance metrics.</li> <li>-<b>Mobilizing Resources:</b> Learners will utilize available tools and resources, such as AI-driven analytics and email marketing platforms, to optimize engagement strategies.</li> <li>-<b>Taking the Initiative:</b> Learners will take proactive steps to implement and refine engagement techniques based on real-time insights and data.</li> <li>-<b>Learning through Experience:</b> Learners will analyze engagement metrics and feedback to learn from their experiences and continuously improve their strategies.</li> </ul>
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Submodule 4.3	
<b>Level: Foundation</b>	<b>Title: Tool and Platform Selection</b>
	<p><b>Submodule overview:</b></p> <p>This submodule explores Email marketing tools and platforms that help marketers design, distribute, and analyze email campaigns. They enable the creation of engaging emails, manage contact lists, segment audiences,</p>





	<p>automate email sending, and provide analytics to measure performance. Understanding these tools is crucial for effective campaign management.</p> <p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>- Select appropriate email marketing tools and platforms based on specific needs and budgets.</li> <li>-Manage contact lists efficiently while ensuring data protection compliance.</li> <li>-Design and create visually appealing and engaging email content using templates and design tools.</li> <li>- Segment audiences effectively to send targeted and relevant emails.</li> <li>-Schedule and distribute emails using various email marketing platforms.</li> <li>-Analyze email campaign performance using built-in analytics tools and metrics.</li> <li>-Optimize email marketing strategies based on performance data to improve future campaigns.</li> </ul> <p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>-<b>Spotting Opportunities:</b> Identify and leverage the best tools and platforms for specific email marketing needs.</li> <li>-<b>Creativity:</b> Develop innovative email content that stands out and engages the audience.</li> <li>-<b>Vision:</b> Envision how different tools and platforms can enhance overall marketing strategy.</li> <li>-<b>Valuing Ideas:</b> Appreciate the role of various email marketing tools in achieving campaign success.</li> <li>-<b>Mobilizing Resources:</b> Utilize available tools and resources effectively to enhance email marketing efforts.</li> <li>-<b>Financial and Economic Literacy:</b> Understand the cost and benefits of different tools and platforms to ensure a good return on investment.</li> <li>-<b>Learning through Experience:</b> Continuously improve strategies by analyzing performance data and feedback.</li> </ul>
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Submodule 4.4	
<b>Level: Foundation</b>	<p><b>Title: Artificial Intelligence in Email Marketing</b></p>
	<p><b>Submodule overview:</b></p> <p>This dedicated submodule focuses on exploring the role of Artificial Intelligence (AI) in revolutionizing e-mail marketing strategies. Learners will delve into the various applications of AI in designing, executing, and optimizing email campaigns.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>-Understand the fundamentals of AI and its relevance to email marketing.</li> <li>-Explore AI-powered techniques for personalized email content creation and segmentation.</li> <li>-Learn how AI can enhance email deliverability and engagement through predictive analytics.</li> <li>-Discover AI-driven tools and platforms for automating email marketing processes.</li> </ul>



	<p>-Develop strategies for leveraging AI to optimize email campaign performance and achieve desired outcomes.</p> <p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>-<b>Spotting Opportunities:</b> Identify opportunities where AI can enhance email marketing strategies by automating processes, personalizing content, and optimizing campaign performance.</li> <li>-<b>Creativity:</b> Innovate and experiment with AI-driven features to create more engaging and personalized email content that resonates with different audience segments.</li> <li>-<b>Vision:</b> Envision how AI technologies can transform traditional email marketing approaches into more efficient and effective strategies, improving audience engagement and campaign outcomes.</li> <li>-<b>Valuing Ideas:</b> Appreciate the potential of AI tools and algorithms in improving email marketing ROI through better targeting, segmentation, and automation.</li> <li>-<b>Learning through Experience:</b> Continuously learn and adapt email marketing strategies based on AI-driven insights and analytics, optimizing campaigns for better performance.</li> <li>-<b>Digital Tools and Resources:</b> Utilize AI-powered email marketing platforms and tools effectively to streamline processes, analyze data, and improve decision-making in campaign management.</li> <li>-<b>Taking the Initiative:</b> Proactively explore and implement AI-based solutions in email marketing to stay ahead of industry trends and competitors.</li> </ul>
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Submodule 4.5	
<b>Level: Foundation</b>	<b>Title: Strategy Development and Implementation</b>
	<p><b>Submodule overview:</b></p> <p>This submodule focuses on the strategic aspects of email marketing, particularly through effective audience segmentation and collaboration with mentors. Learners will explore the critical processes of audience segmentation, types of segmentation criteria (demographic, geographic, psychographic, and behavioral), and the implementation of these strategies using email marketing tools and platforms. Additionally, the submodule emphasizes the importance of mentorship in refining and optimizing email marketing strategies to enhance engagement and campaign effectiveness.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>-<b>Understand Audience Segmentation:</b> Recognize the significance of segmenting audiences based on demographics, geography, psychographics, and behaviors to deliver personalized email content.</li> </ul>



	<p>- <b>Implement Segmentation Strategies:</b> Utilize email marketing tools and platforms to effectively collect, organize, and utilize subscriber data for targeted email campaigns.</p> <p>-<b>Collaborate with Mentors:</b> Engage in mentorship to gain insights and guidance from experienced professionals in refining email marketing strategies tailored to segmented audiences.</p> <p>-<b>Optimize Campaign Performance:</b> Apply iterative testing and analysis methods to monitor and optimize the performance of segmented email campaigns.</p> <p>-<b>Enhance Personal and Professional Development:</b> Embrace mentorship opportunities not only for refining strategies but also for personal growth, networking, and staying updated with industry trends.</p> <p><b>Entrecomp Competences:</b></p> <p>-<b>Spotting Opportunities:</b> Identifying opportunities within audience segmentation to enhance email marketing effectiveness.</p> <p>-<b>Creativity:</b> Innovating and experimenting with segmentation strategies to create more personalized and engaging email content.</p> <p>-<b>Taking the Initiative:</b> Proactively seeking mentorship to refine and implement advanced email marketing strategies.</p> <p>-<b>Learning through Experience:</b> Continuously learning and adapting email marketing strategies based on mentorship insights and campaign performance.</p> <p>-<b>Valuing Ideas:</b> Appreciating the expertise and guidance of mentors in optimizing email marketing efforts through strategic segmentation.</p>
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Submodule 4.6	
<p><b>Level: Foundation</b></p>	<p><b>Title: Stakeholder Engagement</b></p>
	<p><b>Submodule overview:</b> Stakeholder engagement in email marketing is crucial for gaining support, feedback, and insights from key individuals such as educators and community leaders. This submodule explores how their involvement can significantly enhance the effectiveness and credibility of email marketing campaigns. Learners will delve into understanding the role of stakeholders, exploring basic effective engagement strategies, and leveraging mentorship to refine these approaches.</p>
	<p><b>Learning goals:</b></p> <p>-<b>Recognize Stakeholder Importance:</b> Understand the pivotal role educators and community leaders play as stakeholders in email marketing initiatives.</p> <p>-<b>Appreciate Benefits of Engagement:</b> Comprehend how stakeholder involvement contributes to campaign success through support, feedback, and validation.</p> <p>- <b>Develop Engagement Strategies:</b> Explore and implement effective strategies to engage stakeholders, including clear communication, involvement in planning, and feedback solicitation.</p> <p>-<b>Enhance Collaborative Skills:</b> Foster collaboration among stakeholders to build consensus, transparency, and shared responsibility in email marketing endeavors.</p>



	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>-<b>Spotting Opportunities:</b> Identifying opportunities to engage stakeholders to enhance email marketing effectiveness.</li> <li>-<b>Taking the Initiative:</b> Proactively seeking mentorship and leveraging stakeholder relationships to refine strategies.</li> <li>-<b>Learning through Experience:</b> Applying stakeholder feedback iteratively to optimize email marketing campaigns.</li> <li>-<b>Valuing Ideas:</b> Appreciating and incorporating diverse perspectives from stakeholders to refine and innovate strategies.</li> <li>-<b>Building Relationships:</b> Cultivating strong relationships with stakeholders through effective communication and collaboration.</li> </ul>
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<b>Submodule 4.7</b>
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<b>Level: Foundation</b>	<p><b>Title: Analysis and Improvement of Initiatives</b></p>
	<p><b>Submodule overview:</b> Analyzing and improving email marketing initiatives involves evaluating key metrics to assess campaign effectiveness and identify opportunities for optimization. This submodule guides educators through understanding metrics, collecting and interpreting data, comparing performance benchmarks, and utilizing mentorship for strategic improvement.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>-<b>Metric Understanding:</b> Recognize the significance of key metrics such as conversion rates, ROI, engagement metrics (open rates, click-through rates), and subscriber growth in evaluating email campaign success.</li> <li>-<b>Data Collection and Analysis:</b> Learn methods to collect data from email marketing platforms and analytics tools, and analyze it to extract actionable insights.</li> <li>-<b>Interpretation Skills:</b> Develop skills to interpret performance metrics effectively, identifying strengths and areas for improvement in email marketing initiatives.</li> <li>-<b>Benchmark Comparison:</b> Compare current campaign performance with benchmarks or past data to gauge progress and identify trends.</li> <li>-<b>Guidance Utilization:</b> Seek guidance from mentors or experts to understand best practices in metric analysis and improve campaign effectiveness accordingly.</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>-<b>Learning through Experience:</b> Apply insights gained from metric analysis to optimize future email marketing strategies.</li> <li>-<b>Taking the Initiative:</b> Proactively seek mentorship to refine skills in interpreting metrics and improving campaign outcomes.</li> <li>-<b>Spotting Opportunities:</b> Identify opportunities for campaign enhancement based on data-driven insights.</li> <li><b>Valuing Ideas:</b> Appreciate the importance of data-driven decision-making in optimizing email marketing initiatives.</li> <li><b>Reflection:</b> Reflect on performance data to continuously improve strategies and achieve better campaign results.</li> </ul>



**Submodule 4.8**

**Level: Foundation**

**Title: Tips and tricks**

**Submodule overview:**

This submodule focuses on providing adult educators with practical and basic strategies and techniques to optimize email marketing effectiveness. It covers essential aspects from understanding audience insights to complying with ethical guidelines, emphasizing continuous learning and adaptation to industry trends.

**Learning goals:**

- Audience Understanding:** Utilize tools like Google Analytics and email platform insights to comprehend audience demographics, interests, and behaviors for tailored targeting and content strategies.
- **Platform Selection:** Evaluate and select an appropriate email marketing platform based on audience demographics, features, templates, automation capabilities, and budget to align with campaign objectives.
- Goal Setting:** Define clear, measurable goals using SMART criteria (Specific, Measurable, Achievable, Relevant, Time-bound) to guide email marketing campaigns effectively.
- Content Creation:** Craft compelling email content with attention-grabbing subject lines, clear value propositions, and high-quality visuals to enhance engagement and encourage action.
- Campaign Optimization:** Continuously monitor and optimize email campaigns by experimenting with formats, subject lines, content variations, and timing to maximize performance and ROI.
- Conversion Tracking:** Implement conversion tracking to measure campaign effectiveness in achieving desired actions like website visits or purchases, and adjust strategies accordingly.
- Performance Monitoring:** Regularly assess key metrics such as open rates, click-through rates (CTR), conversion rates, and ROI to identify trends and make informed decisions for campaign optimization.
- **Industry Trends:** Stay updated on emerging trends and changes in email marketing through industry blogs, webinars, and online communities to adapt strategies proactively.

**Entrecomp Competences:**

- Learning through Experience:** Apply insights gained from audience analysis and campaign optimization to refine email marketing strategies.
- Taking the Initiative:** Proactively research and select the best email marketing platform and continuously monitor campaign performance.
- Spotting Opportunities:** Identify opportunities for content improvement, audience segmentation, and campaign optimization based on performance metrics.
- Valuing Ideas:** Recognize the importance of compliance with ethical standards and industry regulations in maintaining brand reputation and audience trust.



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	<p><b>Reflection:</b> Reflect on campaign performance data to iteratively improve strategies and achieve better outcomes in email marketing initiatives.</p>
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MODULE 4: E-mail marketing		
<b>Subject:</b>	E-mail marketing	<b>Duration (in ah):</b> 16 academic hours
<b>Target audience:</b> Adults, Adults educators and facilitators.		
<p><b>Aim of the module:</b></p> <p>In today's digital age, effective email marketing has become essential for organizations and individuals. This module aims to equip adult educators and facilitators, especially those working with low-skilled adults from migrant backgrounds, with the necessary insights and skills to harness the potential of email marketing. By tailoring email strategies to their specific audience, educators can enhance engagement, promote inclusivity, and achieve meaningful learning outcomes. This training module is designed to empower learners with the knowledge and tools to create compelling email campaigns that resonate with their target audience, thereby enriching educational experiences and fostering community connections.</p>		
<p><b>Training methodology:</b></p> <p>This module employs a combination of hands-on activities and discussions to effectively prepare adult educators and facilitators for the intricacies of email marketing. Participants will engage in practical exercises to build skills in audience engagement, subscriber list management, audience segmentation, and the implementation of tailored email strategies and campaigns. Special emphasis is placed on creating automated workflows designed to meet the unique needs of low-skilled adults with migrant backgrounds within educational settings.</p>		
<b>Level:</b> Intermediate		
<p><b>Learning goals:</b></p> <p>By the end of this module, learners will be able to:</p> <ul style="list-style-type: none"> <li>- Utilize advanced segmentation techniques to target diverse audience groups effectively.</li> <li>- Implement sophisticated content strategies tailored to cultural and demographic diversity.</li> <li>- Apply AI-driven tools for predictive analytics, automation of segmentation, content generation, and scheduling.</li> <li>- Optimize email campaign performance through real-time insights and continuous automation.</li> </ul>	<p><b>Expected Learning outcomes:</b></p> <p>Learners will be capable to:</p> <ul style="list-style-type: none"> <li>● Develop highly targeted email campaigns using advanced segmentation techniques.</li> <li>● Create personalized content that resonates with diverse audience groups, enhancing engagement and response rates.</li> <li>● Implement AI-driven tools to automate campaign tasks such as segmentation, content generation, and scheduling.</li> <li>● Utilize predictive analytics to optimize send times and personalize content recommendations based on user behavior.</li> <li>● Effectively engage with educators, community leaders, and internal teams to support campaign objectives.</li> </ul>	



<ul style="list-style-type: none"> <li>- Engage effectively with educators, community leaders, and internal teams to optimize campaign outcomes.</li> <li>- Implement strategies for building trust, resolving conflicts, and fostering collaboration among stakeholders.</li> <li>- Interpret campaign effectiveness using key performance metrics like open rates, click-through rates, and conversion rates.</li> <li>- Utilize advanced analytics tools and A/B testing methods to refine strategies and achieve better campaign results.</li> <li>- Make data-driven decisions to continuously improve email marketing strategies.</li> <li>- Adapt to industry trends and technological advancements in AI and email marketing tools for enhanced campaign performance.</li> </ul>	<ul style="list-style-type: none"> <li>● Build and maintain relationships with stakeholders, leveraging their support and feedback for campaign success.</li> <li>● Conduct comprehensive assessments of campaign performance using key metrics and advanced analytics tools.</li> <li>● Apply insights from A/B testing and feedback analysis to refine strategies and enhance campaign effectiveness.</li> <li>● Continuously adapt strategies based on data analysis, industry trends, and emerging technologies.</li> <li>● Demonstrate initiative in exploring and implementing new tools and techniques to innovate email marketing practices.</li> </ul>
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<p><b>Further information:</b></p> <p><b>Key Words:</b> Email marketing, adult education, low-skilled adults, migrant backgrounds, audience engagement, subscriber lists, audience segmentation, educational context, hands-on activities, practical exercises, automated workflows</p> <p><b>Entrecomp competences</b></p> <p>Digital competence</p> <p>Initiative and self-awareness</p> <p>Learning to learn</p> <p>Cultural sensitivity</p> <p>Collaboration</p> <p>Communication</p> <p>Entrepreneurship</p>
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**Submodule 4.1**

	<p><b>Title:</b> E-mail Marketing Fundamentals</p>
<b>Level: Intermediate</b>	<p><b>Submodule overview:</b></p> <p>This submodule integrates advanced email marketing strategies tailored for diverse contexts, including adult education and support for low-skilled migrants. It emphasizes creating sophisticated and compelling email content that resonates with culturally diverse audiences, driving meaningful engagement and empowerment.</p>





	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>● Explore advanced segmentation techniques to effectively target specific audience groups within adult education and migrant support programs.</li> <li>● Develop strategies for crafting compelling subject lines that optimize open rates and capture attention across diverse cultural backgrounds.</li> <li>● Implement personalized content strategies tailored to the unique characteristics, needs, and preferences of adult learners and low-skilled migrants, enhancing engagement and response rates.</li> <li>● Analyze key performance metrics such as open rates, click-through rates, and conversion rates to refine email campaigns and achieve targeted outcomes.</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>● Applying advanced email marketing strategies to create impactful educational initiatives and integration programs for low-skilled migrants, demonstrating an entrepreneurial mindset.</li> <li>● Learning to learn: Continuously improving email marketing campaigns through rigorous data analysis, feedback integration, and adaptation to enhance engagement and effectiveness.</li> <li>● Cultural sensitivity: Demonstrating awareness and respect for diverse cultural backgrounds and educational needs in communication, fostering inclusivity and community engagement through email marketing efforts.</li> </ul>

Submodule 4.2	
<b>Level: Intermediate</b>	<p><b>Title:</b> Audience Engagement</p>
	<p><b>Submodule overview:</b> This submodule integrates advanced techniques in both content development and visual storytelling to effectively engage adult learners and low-skilled migrants. It emphasizes sophisticated strategies in language adaptation, storytelling, emotional resonance, and visual communication to enhance engagement and empowerment across diverse audiences.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>● Master advanced techniques in audience analysis and segmentation to create targeted email content and visual narratives.</li> <li>● Utilize refined objectives to define clear learning outcomes, behavioral changes, and engagement metrics for impactful campaigns.</li> <li>● Apply sophisticated language adaptation strategies (tone, voice, style) that resonate with audience proficiency and cultural context.</li> <li>● Integrate storytelling techniques, both in textual and visual forms, to create emotionally resonant narratives that enhance content relevance.</li> <li>● Cultivate emotional resonance through effective use of emotional triggers, multimedia elements, and visual storytelling.</li> <li>● Enhance cultural sensitivity by researching and respecting diverse cultural backgrounds, values, and visual preferences.</li> </ul>



	<ul style="list-style-type: none"> <li>● Implement interactive elements and effective CTAs to actively engage recipients and encourage participation.</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>● Apply advanced content development strategies across email and visual mediums to support educational initiatives and integration efforts.</li> <li>● Continuously improve content through interactive review, feedback analysis, and A/B testing.</li> <li>● Develop inclusive and respectful communication strategies that resonate with diverse cultural backgrounds, fostering community engagement.</li> <li>● Master design software and advanced visual content creation tools to effectively communicate through visual storytelling and optimize engagement.</li> <li>● Ensure visual content respects and resonates with diverse audience backgrounds and preferences, fostering inclusive engagement.</li> </ul>

Submodule 4.3	
<b>Level: Intermediate</b>	<p><b>Title: Tools and Platform selection</b></p>
	<p><b>Submodule overview:</b></p> <p>This module focuses on mastering advanced functionalities across leading email marketing platforms such as Mailchimp, Constant Contact, and Sendinblue. It aims to enhance campaign effectiveness through advanced customization, audience segmentation, workflow automation, and comprehensive analytics.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>● Navigate and utilize advanced features of prominent email marketing platforms effectively for campaign management and optimization.</li> <li>● Implement sophisticated audience segmentation techniques to enhance targeting precision and engagement.</li> <li>● Streamline campaign processes through workflow automation to increase efficiency and reduce manual tasks.</li> <li>● Optimize email content and strategies using A/B testing and comprehensive performance metrics analysis.</li> <li>● Integrate email marketing tools with CRM systems for enhanced customer relationship management and data utilization.</li> <li>● Utilize advanced analytics tools to measure and optimize campaign performance, ROI, and customer engagement metrics.</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>● Apply advanced email marketing tools proficiently to create targeted campaigns that drive business growth and customer engagement.</li> <li>● Continuously experiment, analyze results, and adapt strategies to improve campaign performance and achieve objectives.</li> </ul>



	<ul style="list-style-type: none"> <li>● Master sophisticated platform features and analytics tools to navigate the digital marketing landscape effectively and maximize campaign impact.</li> </ul>
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Submodule 4.4	
<b>Level: Intermediate</b>	<b>Title: Artificial Intelligence in E-mail Marketing</b>
	<b>Submodule overview:</b> Artificial Intelligence in Email Marketing explores the integration of AI technologies to enhance the effectiveness and efficiency of email marketing campaigns. This submodule covers how AI can automate tasks, personalize content, optimize campaigns, and improve overall engagement and conversion rates.
	<b>Learning goals:</b> <ul style="list-style-type: none"> <li>● Understand the fundamentals of Artificial Intelligence and its relevance in email marketing.</li> <li>● Explore various AI applications in automating email campaign tasks such as segmentation, scheduling, and delivery optimization.</li> <li>● Learn how AI can personalize email content based on user behavior, preferences, and demographics to enhance relevance and engagement.</li> <li>● Discover AI-driven analytics and predictive modeling techniques to optimize campaign performance and predict customer behavior.</li> <li>● Implement AI tools and platforms to improve email campaign effectiveness through real-time insights and continuous optimization.</li> </ul>
	<b>Entrecomp Competences:</b> <ul style="list-style-type: none"> <li>● Digital competence: Mastering AI tools and platforms to leverage advanced analytics and automation for effective email marketing.</li> <li>● Initiative and self-awareness: Taking initiative in exploring AI applications to innovate and optimize email campaigns proactively.</li> <li>● Adaptability: Adapting to technological advancements in AI to improve marketing strategies and achieve business objectives.</li> </ul>

Submodule 4.5	
<b>Level: Intermediate</b>	<b>Title: Strategy development and implement</b>
	<b>Submodule overview:</b> This submodule combines advanced techniques in audience segmentation and strategic planning through mentorship to enhance email marketing effectiveness. It explores cutting-edge strategies in audience segmentation and leverages mentorship for strategic guidance, fostering autonomous decision-making and skill development.



	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>● Understand the significance of audience segmentation and its impact on email marketing.</li> <li>● Explore advanced segmentation techniques using data-driven insights to personalize content and optimize campaign performance.</li> <li>● Implement AI-driven tools for predictive analytics and automation to enhance email campaign effectiveness.</li> <li>● Analyze case studies and practical applications to refine segmentation strategies and improve engagement.</li> <li>● Identify and engage mentors to enhance strategic planning and refine email marketing strategies.</li> <li>● Collaborate with mentors to set clear objectives, integrate insights into strategies, and maintain autonomy in decision-making.</li> <li>● Implement mentor-guided strategies to optimize campaign performance based on feedback and analytics.</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>● Digital competence: Mastering advanced segmentation techniques and AI applications to innovate and optimize email marketing strategies.</li> <li>● Initiative and self-awareness: Taking proactive steps to implement segmented strategies and seek mentorship for strategic guidance.</li> <li>● Learning to learn: Continuously adapting and refining strategies based on mentorship insights, data analysis, and industry trends.</li> <li>● Networking: Building effective relationships with mentors and peers to gain diverse perspectives and enhance strategic planning.</li> </ul>

Submodule 4.6	
<b>Level: Intermediate</b>	<p><b>Title: Stakeholder Engagement</b></p>
	<p><b>Submodule overview:</b> This submodule focuses on advanced techniques and strategies for stakeholder engagement in email marketing, emphasizing collaboration, mutual understanding, and support from educators, community leaders, and internal teams to optimize campaign effectiveness.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>● Recognize the critical role of stakeholder engagement in enhancing email marketing initiatives through collaboration and mutual understanding.</li> <li>● Explore advanced communication strategies to effectively engage and involve educators, community leaders, and internal teams.</li> <li>● Develop autonomy in independently engaging stakeholders to garner their support and feedback for campaign success.</li> <li>● Understand how stakeholder engagement contributes to credibility, access to resources, and overall campaign impact.</li> </ul>



	<ul style="list-style-type: none"> <li>● Implement key strategies such as active listening, transparency, relationship building, and demonstrating value to foster effective stakeholder engagement.</li> <li>● Identify and leverage key stakeholders, including educators and community leaders, to enhance campaign reach and effectiveness.</li> <li>● Explore techniques for building trust-based relationships, facilitating productive discussions, resolving conflicts, and achieving consensus among stakeholders.</li> <li>● Implement continuous engagement practices to adapt strategies based on stakeholder feedback and changing circumstances.</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>● Initiative: Proactively engaging stakeholders and cultivating relationships to support and enhance email marketing initiatives.</li> <li>● Social and Civic Competence: Understanding the roles of diverse stakeholders, fostering cooperation, managing conflicts, and respecting diverse perspectives.</li> <li>● Networking: Building and maintaining relationships with stakeholders to leverage expertise, resources, and collective support for campaign success.</li> <li>● Communication: Utilizing effective communication strategies to inform, align, and engage stakeholders in achieving campaign objectives.</li> </ul>

Submodule 4.7	
<b>Level: Intermediate</b>	<b>Title: Analysis and improvement of initiatives</b>
	<p><b>Submodule overview:</b></p> <p>This submodule delves into advanced techniques for evaluating and optimizing email marketing campaigns. Educators will explore comprehensive analysis methods, A/B testing, and advanced analytics tools to interpret campaign effectiveness, identify areas for improvement, and enhance overall performance.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>● Understand the critical importance of interpreting overall effectiveness and identifying optimization opportunities in email marketing campaigns.</li> <li>● Learn to conduct comprehensive assessments using key performance metrics such as open rates, click-through rates, conversion rates, and unsubscribe rates.</li> <li>● Master techniques for gathering and analyzing feedback to understand audience perceptions and experiences.</li> <li>● Explore advanced analytics tools and A/B testing methods to derive actionable insights and optimize campaign performance.</li> <li>● Develop autonomy in evaluating campaign effectiveness and making data-driven decisions for continuous improvement.</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>● Initiative: Proactively assess and interpret campaign effectiveness to drive optimization and achieve better results.</li> </ul>



	<ul style="list-style-type: none"> <li>• Digital Competence: Utilize advanced analytics and A/B testing to optimize strategies and enhance campaign performance.</li> <li>• Learning to Learn: Continuously improve email marketing efforts based on insights and industry trends.</li> <li>• Decision Making: Make informed decisions about email marketing strategies and tactics through data analysis and feedback interpretation.</li> </ul>
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**Submodule 4.8**

<b>Level: Intermediate</b>	<p><b>Title: Tips and Tricks</b></p>
	<p><b>Submodule overview:</b> This dynamic submodule, explores advanced strategies and techniques to elevate email marketing campaigns, specifically tailored to the contexts of adult education and low-skilled migrants. Educators will learn to use sophisticated tools and methods to refine their approach, drive greater engagement, and achieve high-impact results.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Use AI-based analytics for deep audience insights and advanced segmentation.</li> <li>• Select robust email marketing platforms with advanced features.</li> <li>• Set data-driven objectives to improve customer lifetime value and retention.</li> <li>• Create dynamic, personalized email content.</li> <li>• Optimize campaigns using multivariate testing and machine learning.</li> <li>• Implement advanced conversion tracking and attribution modeling.</li> <li>• Monitor comprehensive performance metrics with advanced reporting tools.</li> <li>• Stay informed on industry trends and data privacy regulations.</li> <li>• Ensure compliance with global privacy standards.</li> <li>• ☑ Pursue continuous learning through certifications and professional networks.</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>• <b>Spotting Opportunities:</b> Identify and understand the needs and preferences of adult learners and low-skilled migrants to tailor email marketing strategies effectively.</li> <li>• <b>Creativity:</b> Use dynamic and personalized content to capture the audience's attention.</li> <li>• <b>Vision:</b> Set clear, data-driven objectives for email marketing campaigns that align with long-term goals, such as improving customer lifetime value and increasing retention rates.</li> <li>• <b>Valuing Ideas:</b> Evaluate and integrate advanced email marketing techniques and tools to enhance campaign effectiveness.</li> <li>• <b>Taking the Initiative:</b> Proactively implement advanced segmentation, personalization, and automation techniques to improve email campaign outcomes.</li> </ul>



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|  | <ul style="list-style-type: none"><li>• <b>Learning Through Experience:</b> Continuously analyze campaign performance, gather insights, and apply lessons learned to improve future email marketing efforts.</li></ul> |
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## MODULE 5: SOCIAL MEDIA

**Subject:**  
**SOCIAL MEDIA**

**Duration (in ah):** 6 academic hours

**Target audience:** ADULTS, ADULT EDUCATORS, FACILITATORS.

### Introduction

Social media has fundamentally transformed the landscape of business operations, offering unparalleled opportunities for brands to connect with audiences worldwide. For digital entrepreneurs, particularly those with migrant backgrounds, mastering social media is not just an option but a necessity for success. This section aims to equip you with the foundational knowledge and skills to effectively utilize social media for business purposes. You will learn how to set up and optimize business profiles, create engaging content, and leverage social media platforms for marketing and promotion. By the end of this section, participants will be able to develop a coherent social media strategy that enhances your brand presence, engages your target audience, and drives business growth.

### Level : Foundation

#### Learning goals:

- By the end of this module, learners will explain the significance of social media in modern business practices and its impact on brand visibility and customer engagement.
- By the end of this module, learners will demonstrate how to create, set up, and optimize business profiles on various social media platforms.
- By the end of this module, learners will apply basic social media marketing techniques to promote products or services effectively.

#### Expected Learning outcomes:

- Learners will be able to clearly describe how social media can be leveraged to enhance business growth and customer engagement.
- Learners will be able to set up and optimize social media profiles to establish a professional online presence.
- Learner will be able to develop and implement a content strategy that engages the target audience and supports business objectives.
- Learners will be able to use social media marketing strategies to promote business offerings and attract potential customers.
- Learners will be able to Interpret social media performance data to assess the impact of social media activities and make informed adjustments to strategies.



**Key Words:** Social Media Marketing ,Brand Visibility, Customer Engagement, Profile Optimization, Content Strategy, Engaging Content, Social Media Platforms

**ENTRECOMP COMPETENCES**

- Ideas and Opportunities
- Resources
- Initiative and self-direction
- Creativity,
- Spotting opportunities
- Planning and management,
- Vision

**Submodule 5.1 What is social media for business?**

**Level :Foundation**

**Title:** What is social media for business?

**Submodule overview :**

In today's digital age, social media has become an essential tool for businesses of all sizes and industries. For digital entrepreneurs, especially those from migrant backgrounds, social media offers unprecedented opportunities to reach and engage with a global audience. This module, "Introduction to Social Media for Business," aims to equip participants with the foundational knowledge and skills needed to leverage social media platforms effectively for your business. We will explore the transformative role of social media in modern business practices, provide an overview of popular platforms, and guide you through the steps of creating a compelling social media presence. By understanding these elements, you will be well-positioned to harness the power of social media to drive growth, enhance brand visibility, and tap into new markets.

**Learning goals:**

	<ul style="list-style-type: none"> <li>• Understand the Concept and Importance of Social Media in Business</li> <li>• Recognize and Analyze Major Social Media Platforms</li> <li>• Develop Skills for Creating and Managing a Social Media Presence</li> <li>• Apply Social Media Strategies to Business Scenarios</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>• Digital Literacy</li> <li>• Communication and Networking</li> <li>• Value Creation</li> </ul>

Submodule 5.2 How to use social media for business?	
<b>Level : Foundation</b>	<b>Title:</b> How to use social media for business?
	<p><b>Submodule overview :</b></p> <p>In the rapidly evolving digital economy, social media has become a cornerstone of modern marketing strategies. For digital entrepreneurs, particularly those with migrant backgrounds, mastering social media can open doors to new markets and create powerful connections with a global audience. The "Marketing and Promotion" module is designed to equip learners with essential skills and knowledge to harness the full potential of social media platforms. This module will cover the fundamentals of social media marketing and advertising, effective promotion techniques, profile setup, and the importance of maintaining a consistent brand image. By focusing on these areas, we aim to empower entrepreneurs to leverage social media as a cost-effective tool for business growth and market expansion.</p>

	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Understand Social Media Marketing Fundamentals</li> <li>• Implement Effective Promotion Strategies</li> <li>• Set Up and Manage Business Profiles</li> <li>• Maintain Brand Consistency</li> <li>• Evaluate and Adjust Social Media Efforts</li> </ul>
	<p><b>Entrecomp Competences:</b></p> <ul style="list-style-type: none"> <li>• Digital Literacy</li> <li>• Communication and Networking</li> <li>• Value Creation</li> </ul>

**Submodule 5.3 Building Your Brand Presence: Utilizing Social Media Platforms**

<b>Level : Foundation</b>	<p><b>Title:</b> Building Your Brand Presence: Utilizing Social Media Platforms</p>
	<p><b>Submodule overview :</b></p> <p>In today’s digital age, social media has become an essential tool for entrepreneurs looking to establish and grow their brand presence. This module is designed to equip participants with the knowledge and skills necessary to harness the power of social media for building a strong and engaging brand presence. In this module, participants will learn how to craft compelling social media strategies that resonate with your audience, build and sustain a community around your brand, and leverage various platforms to enhance your business’s visibility and success.</p>

	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Develop Effective Social Media Strategies</li> <li>• Master Social Media Tools and Techniques</li> <li>• Evaluate and Adjust Social Media Performance</li> </ul>
	<p><b>Entrecomp Competences:</b> Creativity, Spotting opportunities, Mobilising others</p>

**Submodule 5.4 Growing your audience: Attracting and Retaining Followers**

<p><b>Level : Foundation</b></p>	<p><b>Title:</b> Growing your audience: Attracting and Retaining Followers</p>
	<p><b>Submodule overview :</b></p> <p>In today’s rapidly evolving digital landscape, entrepreneurship has transcended traditional boundaries, offering new opportunities for individuals from diverse backgrounds. This course is designed to equip educators with the knowledge and tools necessary to support adults with migrant backgrounds in harnessing the power of digital technologies to start and grow their own businesses. Through this course, educators will gain insights into the essential elements of digital entrepreneurship and how to leverage social media to build and promote digital ventures. You will explore strategies for creating high-quality content, crafting compelling narratives, and utilizing various social media tools to maximize business impact. Additionally, participants will learn how to measure and analyze the effectiveness of your digital activities to continuously improve and adapt your strategies.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Create Engaging Digital Content</li> </ul>

	<ul style="list-style-type: none"> <li>• Formulate an effective social media strategy tailored to digital business goals</li> <li>• Employ various social media tools to streamline content creation, distribution, and audience interaction.</li> <li>• Implement metrics and tools to measure the effectiveness of digital marketing and social media efforts.</li> </ul>
	<p><b>Entrecomp Competences:</b> Communication and Collaboration, Vision</p>

<p><b>Submodule 5.5 Strategies for Social Media Success</b></p>	
<p><b>Level : Foundation</b></p>	<p><b>Title:</b> Strategies for Social Media Success</p>
	<p><b>Submodule overview :</b></p> <p>In today's rapidly evolving digital landscape, entrepreneurship is not just about starting new businesses; it's about leveraging digital technologies to drive innovation and growth. For adults with migrant backgrounds, digital entrepreneurship represents a unique opportunity to break barriers, create new opportunities, and contribute to economic development. This course aims to empower participants with the essential skills and knowledge needed to succeed in the digital economy. Throughout this course, participants will explore strategies for social media success, including understanding your audience, choosing the right platforms, content creation, and leveraging social media advertising. We'll guide you through building a strong brand presence, engaging with your audience, and analyzing performance to refine your approach. Our goal is to provide you with the tools and confidence to thrive in the digital economy and become successful digital entrepreneurs.</p>

**Learning goals:**

- Identify and analyze your target audience to tailor your social media strategies effectively.
- Evaluate various social media platforms and select the ones that align with your business goals and audience preferences.
- Create engaging content and develop a comprehensive social media strategy that supports your business objectives.
- Utilize social media advertising to enhance your reach and drive targeted traffic to your digital ventures.
- Establish and maintain a compelling brand presence across social media platforms.
- Implement strategies to interact with your audience and build meaningful relationships.

**Entrecomp Competences:** Creativity, Planning and management, Vision

## Submodule 5.6 Tips and Tricks

**Title:** Tips and Tricks

**Submodule overview :**

Digital entrepreneurship offers unique opportunities for innovation and market expansion, often with lower startup costs compared to traditional business models. However, successfully launching and growing a digital business requires understanding the digital ecosystem, leveraging technology, and applying strategic approaches to overcome challenges.

In this module, participants will explore foundational tips and tricks that can help you lay a strong foundation for your digital enterprise. Whether you're just starting or looking to refine your approach, this module will provide participants with practical advice and strategies to enhance your entrepreneurial skills and confidence in the digital domain.

**Learning goals:**

- Gain a clear understanding of the key concepts and principles that underpin successful digital business ventures.
- Learn actionable strategies and tips for launching and managing a digital enterprise, including leveraging digital tools, optimizing online presence, and effectively navigating the digital market
- Acquire insights into common challenges faced by digital entrepreneurs and develop strategies to address these challenges effectively.

**Entrecomp Competences:** Learning through experience,  
Mobilizing Resources

**Level : Foundation**

<b>MODULE 5: SOCIAL MEDIA</b>	
<b>Subject:</b> <b>SOCIAL MEDIA</b>	<b>Duration (in ah):</b> 6 academic hours
<b>Target audience:</b> ADULTS,ADULT EDUCATORS,FACILITATORS.	
<p><b>Introduction</b></p> <p>In today's digital landscape, social media has evolved into an indispensable tool for businesses aiming to thrive and expand their reach. In this module,, we will delve into the dynamic landscape of social media and its pivotal role in modern business strategies. In this module learners will be equipped with the essential knowledge and skills to leverage social media platforms effectively for business growth and brand development. Through a series of focused lessons, participants will learn how to harness the power of various social media platforms, including Facebook, Instagram, Twitter, LinkedIn, YouTube, and Pinterest. The course covers a spectrum of topics, from building a robust brand presence to implementing winning strategies for social media success, attracting and retaining followers, maximising specific platforms for business, and measuring success through in-depth analytics and ROI assessment. Join us on this journey to unlock the potential of social media as a formidable tool in the business landscape. By the end of this module, learners will have gained actionable insights and strategies to elevate their brand's online presence and drive tangible results in the digital sphere.</p>	
<b>Level : Intermediate</b>	
<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>● By the end of this module, learners should be adept at navigating and utilizing various social media platforms effectively for business purposes.</li> </ul>	<p><b>Expected Learning outcomes:</b></p> <ul style="list-style-type: none"> <li>● Learners will be able to demonstrate an understanding of the role and significance of social media platforms in a business context by explaining how different platforms can be utilized strategically to enhance brand presence, engage with audiences, and drive business objectives.</li> </ul>



- By the end of this module, learners will be proficient in navigating and leveraging the distinct features and functionalities of major social media platforms (Facebook, Instagram, Twitter, LinkedIn, YouTube, and Pinterest).

- Learners will be able to demonstrate proficiency in strategically utilizing diverse social media platforms for business growth, showcasing an understanding of platform-specific nuances, algorithms, and audience behaviors.
- Learner will be able to strategically optimize their brand profiles across multiple social media platforms, demonstrating an understanding of tailored content creation, visual consistency, and audience engagement techniques to establish a cohesive brand presence.
- Learners will be able to demonstrate the ability to analyze evolving social media platforms and changing audience behaviors, effectively adapting and implementing strategies for engagement, conversion, and brand promotion.
- Learners will be able to analyze their target audience's preferences, interests, and behavior to create engaging and tailored content that resonates with their audience.
- Learners will be able to implement advanced strategies and lesser-known techniques to enhance their social media presence across multiple platforms, optimizing content for engagement, reach, and conversion.

**Key Words:** Digital Marketing, Online Branding, Social Media Management, Content Strategy, Audience Engagement, Platform Optimization, Follower Acquisition, Community Building, Campaign Development

**ENTRECOMP COMPETENCES**

- Taking initiative.
- Learning through experience,
- Initiative and self-direction
- Creativity,
- Spotting opportunities
- Planning and management,
- Vision

## Submodule 5.1 What is social media for business?

**Level : Intermediate**

**Title:** What is social media for business?

**Submodule overview :**

This submodule aims to equip individuals with an understanding of the multifaceted opportunities that social media presents to businesses, emphasizing its impact on brand visibility, customer engagement, marketing strategies, and overall business growth. This module encourages participants to take initiative by exploring innovative ways to leverage social media platforms effectively, fostering a proactive approach towards harnessing the potential of these digital avenues for business success.

**Learning goals:**

- Understand the role and significance of social media platforms in a business context.
- Recognize the diverse opportunities that social media offers for businesses.

**Entrecomp Competences:**

Taking initiative

## Submodule 5.2 How to use social media for business?

**Level : Intermediate**

**Title:** How to use social media for business?

**Submodule overview :**

This submodule aims to delve into the dynamic realm of social media and its strategic utilization for business growth. And empowers individuals to navigate the ever-evolving landscape of social media, fostering initiative, self-direction, and a keen understanding of how to propel businesses forward in the digital sphere.

**Learning goals:**

- Learn how to strategically utilize social media platforms for business growth.
- Understand the nuances of creating engaging content tailored for different platforms.

**Entrecomp Competences:**

Taking initiative

## Submodule 5.3 Building Your Brand Presence: Utilizing Social Media Platforms

**Level : Intermediate**

**Title:**

Building Your Brand Presence: Utilizing Social Media Platforms

**Submodule overview :**

This submodule aims to empower participants to strategically navigate the social media landscape, ensuring their brand maintains a cohesive yet adaptable presence across various platforms. Focusing on key goals like optimizing profiles for coherence and sustaining brand consistency amidst platform variations, this module equips individuals with tailored content creation techniques, visual strategies, and engagement methods vital for establishing a unified brand identity. Through a blend of practical experiences and strategic insights, learners gain the expertise to adapt content and communication styles across different platforms while infusing creativity and an entrepreneurial mindset to capitalize on diverse opportunities.

**Learning goals:**

- Understand how to optimize profiles across various social media platforms to establish a cohesive brand presence.
- Learn to maintain brand consistency while leveraging different platforms.

**Entrecomp Competences:** Creativity, Spotting opportunities, Taking the initiative, Learning through experience

## Submodule 5.4 Growing your audience:Attracting and Retaining Followers

**Level : Intermediate**

**Title:**

Growing your audience:Attracting and Retaining Followers

**Submodule overview :**

This submodule aims delve into the art and science of audience growth and retention, essential elements for anyone seeking to build a strong online presence. Focused on the core competences of networking, relationship-building, self-awareness, and initiative, learners will uncover the keys to understanding their audience's preferences and behaviors. Through this understanding, they'll craft compelling, tailored content that resonates deeply. Moreover, learners will gain invaluable skills in fostering interaction and community-building, mastering the art of engaging through comments, discussions, and even orchestrating events or challenges. By the end, participants will possess a comprehensive toolkit to not only attract followers but also cultivate a dedicated, loyal audience base.

**Learning goals:**

- Develop methods to attract and retain followers through compelling content and interaction.
- Understand strategies to keep your audience engaged and loyal.

**Entrecomp Competences:** Self-awareness and self-efficacy,

## Submodule 5.5 Strategies for Social Media Success

**Level : Intermediate**

**Title:**

Strategies for Social Media Success

**Submodule overview :**

This submodule aims to foster learners' capability to iterate and optimize strategies continually, ensuring adaptability and resonance in an ever-changing social media ecosystem. Also as it focuses on social media success, learners will embark on a transformative journey through the ever-evolving landscape of digital platforms. Through a lens of creativity, planning, and visionary thinking, participants will uncover the art of analyzing shifting social media terrains and audience behaviors. By mastering the skills to adapt and implement strategies for engagement, conversion, and brand promotion, learners will discover the pivotal role of interpreting key performance indicators (KPIs) and leveraging data-driven insights.

**Learning goals:**

- Discover and implement effective strategies for engagement, conversion, and brand promotion on social media.
- Learn to adapt strategies based on platform changes and audience behavior.

**Entrecomp Competences:** Creativity, Planning and management, Vision

## Submodule 5.6 Tips and Tricks

**Title:** Tips and Tricks

**Submodule overview :**

This submodule aims to empower learners with advanced strategies and lesser-known techniques crucial for maximizing their business potential across diverse social media platforms. From Facebook's business-centric approaches to Instagram's visual allure, Twitter's engagement strategies, LinkedIn's professional networking, YouTube's video marketing, Pinterest's e-commerce prowess, to measuring success through ROI analysis, this module offers a holistic understanding of leveraging these platforms. By emphasizing industry best practices, creative solutions, and hands-on learning experiences, participants will gain the skills to optimize content for enhanced engagement, reach, and conversion rates. Moreover, they will adeptly troubleshoot common issues encountered on these platforms, employing effective problem-solving techniques and leveraging platform-specific features to mitigate challenges. Ultimately, this module aims to equip learners with the expertise needed to navigate and excel in the dynamic realm of social media marketing.

**Learning goals:**

- Learn industry best practices and lesser-known tips for optimizing social media presence.
- Understand how to troubleshoot common issues encountered on social media platforms.

**Entrecomp Competences:** Learning through experience, Creativity

**Level : Intermediate**



MODULE 6: Paid online advertising		
<b>Subject:</b>	Paid online advertising	<b>Duration (in ah):</b> 6 academic hours
<b>Target audience:</b> Adult educators working with adults with migrant backgrounds		
<p><b>Training methodology:</b></p> <p>The training program is designed to be comprehensive yet accessible for beginners. It is divided into five submodules, each with specific learning goals and aligned with EntreComp competences to foster a well-rounded understanding and practical skills in paid online advertising. This training methodology aims to equip learners with a foundational understanding of paid online advertising, enabling them to effectively create, manage, and analyze ad campaigns while adhering to ethical standards.</p>		
<p><b>Aim of the module:</b></p> <p>This module aims to provide learners with a foundational understanding of the essential concepts, strategies, and practices in the field of digital advertising. This module is designed to equip learners with the knowledge and skills necessary to effectively navigate and leverage paid online advertising to enhance business visibility, engagement, and overall marketing success. By the end of this module, learners will have a solid foundation in paid online advertising, empowering them to create and manage impactful advertising campaigns that drive business growth while adhering to ethical standards and best practices.</p>		
<b>Level: Foundation</b>		
<p><b>Learning goals:</b></p> <p>By the end of this module, learners will be able to:</p> <ul style="list-style-type: none"> <li>- comprehend the definition and key concepts of paid online advertising;</li> <li>- understand the importance of measuring advertising campaign performance and its impact on marketing strategies and business goals;</li> <li>- gain insights into setting clear and measurable campaign objectives that align with broader marketing and business goals;</li> <li>- learn about key metrics for evaluating advertising campaigns, such as impressions, CTR, conversion rate, ROI, CPA, and engagement metrics;</li> </ul>	<p><b>Expected Learning outcomes:</b></p> <p>Learners will be capable to:</p> <ul style="list-style-type: none"> <li>• Define and articulate the core concepts and principles of paid online advertising.</li> <li>• Demonstrate proficiency in setting up and managing a paid online advertising campaign.</li> <li>• Evaluate the benefits and strategic objectives of various types of online advertising.</li> <li>• Apply key terminology and metrics in analyzing the performance of advertising campaigns.</li> <li>• Identify target audiences and set clear objectives for advertising campaigns aligned with broader marketing goals.</li> <li>• Utilize tools and techniques for measuring and optimizing the performance of advertising campaigns</li> <li>• Demonstrate an understanding of ethical principles and compliance requirements in digital advertising</li> </ul>	





<ul style="list-style-type: none"> <li>- utilize best practices for ethical digital advertising, including value-driven content, opt-in consent, responsible targeting, and accountability.</li> </ul>	<ul style="list-style-type: none"> <li>• Implement best practices for ethical digital advertising, ensuring transparency, privacy, and fairness.</li> <li>• Adapt strategies and tactics to comply with regulatory standards and platform policies.</li> <li>• Exhibit critical thinking and problem-solving skills in creating effective advertising campaigns.</li> <li>• Collaborate effectively with team members to develop comprehensive advertising strategies.</li> <li>• Communicate advertising strategies and performance metrics effectively to stakeholders.</li> <li>• Reflect on and evaluate personal learning experiences and apply insights to future endeavors in digital advertising.</li> <li>• Continuously adapt and update skills and knowledge in response to evolving trends and technologies in the digital advertising landscape.</li> </ul>
<p><b>Further information:</b></p> <p><b>Key Words:</b> Online advertising, Paid advertising, Digital marketing, Ad campaigns, Social media ads, Display advertising, Search Engine Marketing (SEM)</p> <p><b>EntreComp competences:</b></p> <p>Learning through experience          Taking the initiative          Spotting opportunities          Vision          Valuing ideas          Ethical and sustainable thinking</p>	

**Submodule 1.1**

**Title:** Introduction to paid online advertising

**Level: Foundation**



	<p><b>Submodule overview:</b> In this introductory submodule, learners will explore the essentials of paid online advertising. They will learn about the core concepts, benefits, and key terminology of paid online ads, and understand how different types of digital advertising strategies can enhance business visibility and engagement.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>● Comprehend the definition and key concepts of paid online advertising.</li> <li>● Learn about the process of setting up and managing a paid online advertising campaign.</li> <li>● Understand the benefits of paid online advertising for businesses and individuals.</li> <li>● Familiarize with key terminology and metrics in paid online advertising.</li> </ul>
	<p><b>EntreComp Competences:</b> Learning through experience Taking the initiative</p>

Submodule 1.2	
<b>Level: Foundation</b>	<p><b>Title:</b> Types of paid online advertising</p>
	<p><b>Submodule overview:</b> In this submodule, learners will explore various types of paid online advertising, understanding their unique characteristics, benefits, and strategic objectives. The submodule will equip learners with the knowledge and tools necessary to navigate and teach the evolving field of digital marketing.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>● Understand the key types of paid online advertising: search engine advertising, social media advertising, display advertising, and video advertising.</li> <li>● Learn about the benefits and strategic objectives of different types of online ads.</li> <li>● Familiarize with best practices and industry standards for creating and managing effective ad campaigns.</li> </ul>
	<p><b>EntreComp Competences:</b> Learning through experience Taking the initiative</p>



Submodule 1.3	
Level: Foundation	<b>Title:</b> Creating effective advertising campaigns
	<b>Submodule overview:</b> In this submodule, learners will learn about paid online ad campaigns and their various types.
	<b>Learning goals:</b> <ul style="list-style-type: none"><li>● Understand the basics of paid online advertising and its importance in digital marketing.</li><li>● Learn about different types of paid online advertising platforms and their unique features.</li><li>● Gain insights into setting clear advertising objectives and identifying target audiences.</li></ul>
	<b>EntreComp Competences:</b> Spotting opportunities Vision Valuing ideas Ethical and sustainable thinking

Submodule 1.4	
Level: Foundation	<b>Title:</b> Measuring and analysing campaign performance
	<b>Submodule overview:</b> In this submodule, learners will understand how to measure the performance of advertising campaigns using key metrics, setting clear objectives, and leveraging various tools and techniques.
	<b>Learning goals:</b> <ul style="list-style-type: none"><li>● Understand the importance of measuring advertising campaign performance and its impact on marketing strategies and business goals.</li><li>● Learn about key metrics for evaluating advertising campaigns, such as impressions, CTR, conversion rate, ROI, CPA, and engagement metrics.</li><li>● Gain insights into setting clear and measurable campaign objectives that align with broader marketing and business goals.</li><li>● Utilize tools and techniques such as analytics platforms, A/B testing, attribution modeling, customer surveys, and competitive analysis to measure and optimize campaigns.</li></ul>



	<p><b>EntreComp Competences:</b> Spotting opportunities Vision Valuing ideas Ethical and sustainable thinking</p>
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Submodule 1.5	
<b>Level: Foundation</b>	<p><b>Title:</b> Compliance, ethics, and best practices</p>
	<p><b>Submodule overview:</b> In this submodule, learners will explore the fundamental principles of ethics and compliance in digital advertising, focusing on transparency, privacy, honesty, and fairness.</p>
	<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>● Understand the importance of ethics in digital advertising and how it impacts consumer trust and engagement.</li> <li>● Learn about key ethical principles, including transparency, consumer privacy, honesty, and fairness in digital advertising.</li> <li>● Gain insights into regulatory compliance, platform policies, and data protection laws relevant to digital advertising.</li> <li>● Utilize best practices for ethical digital advertising, including value-driven content, opt-in consent, responsible targeting, and accountability.</li> </ul>
	<p><b>EntreComp Competences:</b> Taking the initiative Learning through experience</p>



**MODULE 6: Paid online advertising**

<b>Subject:</b>	Paid online advertising	<b>Duration (in ah):</b> 6 academic hours
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**Target audience:** Adult educators working with adults with migrant backgrounds

**Training methodology:**  
The training methodology of this module should be interactive and practical, involving real-life examples, discussions and practical exercises to effectively engage educators of adult learners with migrant backgrounds. It aims to equip them with both theoretical knowledge and practical skills in paid online advertising, developing digital skills and promoting responsible advertising practices in their communities.

**Aim of the module:**  
In today's digital age, paid online advertising is a critical component of successful marketing strategies. This module aims to equip adult educators, especially those working with adult learners from migrant backgrounds, with essential knowledge and practical skills in paid online advertising. By mastering the intricacies of digital advertising, educators can empower their learners to thrive in the digital marketing landscape, opening doors to economic integration and career opportunities. This training module is designed to enable educators to guide their learners effectively in creating and optimizing ad campaigns, ensuring that they can navigate the digital world with confidence and ethical responsibility.

**Level: Intermediate**

**Learning goals:**  
By the end of this module, learners will be able to:

- understand the basics and terminology of paid online advertising;
- recognize types of paid advertising and select appropriate ones;
- develop skills in creating effective ad campaigns;
- measure and analyse campaign performance;
- comprehend compliance, ethics, and best practices in digital advertising.

**Expected Learning outcomes:**  
Learners will be capable to:

- Exhibit a strong grasp of paid online advertising concepts, including key terminology and various advertising types, enabling them to converse confidently about digital marketing.
- Make informed decisions when selecting the most suitable advertising type for specific objectives, and demonstrate the ability to optimize ad campaigns for improved results.
- Develop practical skills in creating persuasive ad content, from defining target audiences and utilizing segmentation to crafting compelling ad copy and engaging visuals.
- Measure and analyse campaign performance using relevant key performance indicators (KPIs) and analytics tools, allowing them to assess the effectiveness of advertising efforts.



- Understand the importance of compliance, ethics, and best practices in digital advertising, and guide their learners to adhere to advertising policies and ethical considerations.
- Equip themselves with comprehensive knowledge and skills to support adult learners from migrant backgrounds effectively in the digital marketing realm, enhancing their learners' digital competencies and opportunities for success.
- Encourage a culture of continuous learning by fostering a mindset of adaptability and the ability to stay updated in the dynamic digital advertising landscape.
- Enable their adult learners to navigate the digital world with confidence, empowering them with essential digital marketing competencies that can lead to career advancement and opportunities in the digital space.
- Embrace the diverse backgrounds and perspectives of their adult learners from migrant backgrounds, fostering an inclusive learning environment that values diversity in digital marketing.
- Advocate for ethical advertising practices and responsible use of digital advertising platforms, ensuring that their adult learners conduct advertising activities ethically and responsibly.
- Prepare their adult learners to thrive in the digital marketing field, providing them with the knowledge and skills needed to achieve success in online advertising campaigns and initiatives.
- Contribute to the economic integration of adult learners from migrant backgrounds by empowering them with digital marketing expertise, which can open doors to employment and entrepreneurship opportunities in the digital economy.



**Further information:**

**Key Words:** Online advertising, Paid advertising, Digital marketing, Ad campaigns, Social media ads, Display advertising, Search Engine Marketing (SEM)

**EntreComp competences:**

Spotting opportunities

Creativity

Taking the initiative

Learning through experience

Self-awareness and self-efficacy

Planning and management

Coping with uncertainty, ambiguity & risk

Mobilising resources

**Submodule 1.1**

**Level: Intermediate**

**Title:** Introduction to paid online advertising

**Submodule overview:** In this submodule, learners will learn the fundamental concepts and terminology of paid online advertising, providing them with a solid foundation for further exploration in the field.

**Learning goals:**

- Understand the basics of paid online advertising, including its core concepts and terminology.
- Recognize the benefits and objectives associated with paid online advertising.
- Familiarize yourself with key terminology used in the field of digital advertising.

**EntreComp Competences:**

Spotting opportunities

Creativity



### Submodule 1.2

<b>Level: Intermediate</b>	<b>Title:</b> Types of paid online advertising
	<b>Submodule overview:</b> In this submodule, learners will learn about the various types of paid online advertising, including pay-per-click (PPC), display, and social media advertising, gaining insights into their characteristics and applications in digital marketing.
	<b>Learning goals:</b> <ul style="list-style-type: none"><li>● Differentiate between various types of paid online advertising, such as PPC, display, and social media advertising.</li><li>● Explore the features and characteristics of PPC advertising, including its auction-based model.</li><li>● Identify the significance of display advertising and its different formats.</li></ul>
	<b>EntreComp Competences:</b> Spotting opportunities Taking the initiative

### Submodule 1.3

<b>Level: Intermediate</b>	<b>Title:</b> Creating effective advertising campaigns
	<b>Submodule overview:</b> In this submodule, learners will learn how to craft persuasive paid online ad campaigns, from defining target audiences and segmentation to creating compelling ad copy and visuals.
	<b>Learning goals:</b> <ul style="list-style-type: none"><li>● Learn how to define a target audience and utilize segmentation in advertising campaigns.</li><li>● Develop skills in ad copywriting and design, creating persuasive and visually appealing advertisements.</li><li>● Understand budgeting and bidding strategies used in online advertising campaigns.</li></ul>
	<b>EntreComp Competences:</b> Self-awareness and self-efficacy Planning and management Coping with uncertainty, ambiguity & risk Mobilising resources





### Submodule 1.4

<b>Level: Intermediate</b>	<b>Title:</b> Measuring and analysing campaign performance
	<b>Submodule overview:</b> In this submodule, learners will learn how to effectively measure and analyse campaign performance, gaining the ability to assess the impact of their advertising efforts and make data-driven optimizations.
	<b>Learning goals:</b> <ul style="list-style-type: none"><li>● Grasp the importance of key metrics and KPIs in assessing the effectiveness of ad campaigns.</li><li>● Gain proficiency in using analytics tools to track and analyse campaign performance.</li><li>● Learn about A/B testing and its role in optimizing ad elements for better results.</li></ul>
	<b>EntreComp Competences:</b> Planning and management Learning through experience

### Submodule 1.5

<b>Level: Intermediate</b>	<b>Title:</b> Compliance, ethics, and best practices
	<b>Submodule overview:</b> In this submodule, learners will learn about compliance, ethics, and best practices in digital advertising, ensuring responsible and ethical conduct in the online advertising landscape.
	<b>Learning goals:</b> <ul style="list-style-type: none"><li>● Comprehend advertising policies and guidelines on major platforms and the consequences of policy violations.</li><li>● Explore ethical considerations in online advertising and responsible advertising practices.</li><li>● Discover ad fraud, its impact, and preventive measures to combat it in the digital advertising landscape.</li></ul>
	<b>EntreComp Competences:</b> Taking the initiative Learning through experience