



INSOM

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*Innovative Support Network
For Students In The Field
Of Online Marketing*

The project is aimed at improving the skills and education of SMEs current and future employees in the field of online marketing. After this course, employees have more competencies and better bargaining power with companies providing services in the field of online marketing.

The project focuses on the development of knowledge and competencies in the field of online marketing for small and medium enterprises.



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FIVE MAIN SECTIONS OF COURSE

1

TERMINOLOGY - The first section is based on finding a common dictionary between the client and the agency.

2

SITUATION - Analysing the current situation, defining mission and business goals is an important part of online marketing activities.

3

STRATEGY - Setting a strategy that fits your needs and the current situation is essential to success.

4

NEGOTIATION - Negotiating with an online marketing agency is an important part of the implementation and controlling process.

5

MEASURING AND CONTROLLING - Measurement and control are a parallel activity to all phases.

WHAT YOU WILL LEARN

- Evaluate the current situation
- Understanding of the online marketing terminology
- Create a brief for the online marketing agency
- Negotiate with the online marketing agency
- Methods how to measure and evaluate results
- How to effectively reallocate resources

PARTNERS

- CESKA ZEMEDELSKA UNIVERZITA V PRAZE (CULS) – Project leading organisation
- STUDENT COMPUTER ART SOCIETY (SCAS)
- INTELLECTUAL PROPERTY AND PROJECT MANAGER LTD. (TREBAG)
- UNIVERSITA DEGLI STUDI DI CAGLIARI
- SOUTH-EASTERN FINLAND UNIVERSITY OF APPLIED SCIENCES (XAMK)



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