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**TRAINING PROGRAMME TO DEVELOP THE
PROFESSIONAL PROFILES NECESSARY TO
TRANSFORM THE PROFILE OF A RETAIL COMPANY
INTO A DIGITISED TRADING PROFILE**

DIGITAIL CURRICULUM



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INTRODUCTION

One of the core values of the DIGITAIL project will be its attractiveness to participate and engage in the improvement of digitalization in the retail sector and to bridge the gap between business-based need and vocational training.

The DIGITAIL project aims to work to identify, describe and develop the Professional Profile that will be necessary to convert the profile of a salesperson into a digitalized sales profile in order to boost the digitization of the retail sector.

The DIGITAIL curriculum foresees that the training features the following objectives and outcomes:

- Conduction of an exploratory research study to identify in detail the needs and requirements of the target group for the planned training programme. As part of the study, focus groups are conducted with retail managers and staff, VET experts and VET learners to define the knowledge and areas needed to bridge the gap between the current state without digitalization and the digitalized sector.
- Development of a modular training programme for retail managers and employees in companies and businesses, European VET standards, European VET methods and tools, etc. The training programme is divided into several small learning units that allow to reflect the different realities and competence needs in the different European countries. The whole training programme have a total duration of about 100 learning hours.
- Development of a handbook for corporate retail staff that presents modern digitalization based on the European VET principles and practical exercises.

Overall, 4 modules have been developed within the training programme. On the next page, an overview of these modules is presented.

TRAINING PROGRAMME CURRICULUM

MODULE TITLE	UNIT TITLE	DURATION	
1. MARKETING OF CONSUMER OF GOODS AND INDUSTRIAL MARKETING	The Market Survey	5 h	40 h
	SWOT Analysis	2 h	
	Marketing Plan design	10 h	
	Economic and Financial Planning	10 h	
	Sales process and Customer Experience	8 h	
	Global Business	5 h	
2. DIGITAL MARKETING	SEO Positioning	5 h	20 h
	Online Advertising Google Ads	4 h	
	Social Network Management	4 h	
	Usability and Automation	3 h	
	Digital Analytics	4 h	
3. OPERATIONAL SKILLS	Prospecting and recruitment techniques	8 h	20 h
	Sales techniques	6 h	
	Loyalty techniques	6 h	
4. BUSINESS SKILLS	Emotional	6 h	20 h
	Relational	6 h	
	Development	8 h	

PR2 DIGITAIL TRAINING CURRICULUM

PARTNER #CCIA AND FFE

MODULE 1: MARKETING OF CONSUMER OF GOODS AND INDUSTRIAL MARKETING

UNITS:

1. The Market Survey
2. SWOT Analysis
3. Marketing Plan design
4. Economic and Financial Planning
5. Sales process and Customer Experience
6. Global Business

General Overview

Total Duration:

40 h

Learning Setting

1. The Market Survey
2. SWOT Analysis
3. Marketing Plan design
4. Economic and Financial Planning
5. Sales process and Customer Experience
6. Global Business

Introduction/Main Topics

Before you commit to expand your bussiness you need to honestly assess your selling potential both in terms of the readiness of your business and of your product or service.

It's essential to carry out detailed market research to identify and evaluate the target market.

Examine:

- 1.- the industry structure
- 2.- the predicted demand for your product or service
- 3.- competition and how you plan to fit into that marketplace
- 4.- any modifications required to make your product or service saleable

After completing your market research, you can draw up a marketing plan defining how you will enter or promote the new markets.

Consider whether you have:

1. a marketing strategy that incorporates trade development
2. the necessary financial resources
3. the right people to develop the new markets or customers
4. adequate knowledge of the requirements of your chosen market – eg modifying packaging



	<p>5. to meet regulations and standards</p> <p>6. an understanding of payment mechanisms and finance</p> <p>Selling and distribution: there are a number of elements you need to consider to sell successfully. How you organise your sales presence in new markets is one of the key decisions.</p> <p>Depending on your product, you may be able to sell directly. For example, you might be able to sell over the Internet or by exhibiting at local trade shows. Many businesses look for a partner who already understands the local market.</p>		
Prior Knowledge	NA		
Learning Outcomes	<p>Knowledge</p> <ul style="list-style-type: none"> • Understand the concept of market segmentation • Recognize different customer buying behaviours • Classify the different competitors • Understand the SWOT concept in order to plan the strategy. • Understand the concept of Marketing plan. • Know what is the policy of prices, distribution and communication. • Know the main concepts and variables to consider in the financial planning of the company, • Identify the techniques and practical tools for the elaboration of financial plans in the short and long term. 	<p>Skills</p> <ul style="list-style-type: none"> • Investigate customer buying behaviors • List Porter's 5 forces. • Use of secondary and primary sources of information. • Reflect about the current situation of a company and future pathways • Create a SWOT analysis internally and externally autonomously • Differentiate between Product and Service Marketing. • Implement sales promotion, sales force and brand. • Establish the moment of application of the balance point. • Interpret an investment plan and a financial plan. 	<p>Attitudes</p> <ul style="list-style-type: none"> • Propose and interpret market research and detect sources of information • Analyze the basic operating principles of environments and their markets. • Understand and carry out qualitative and quantitative studies. • Create a SWOT analysis internally and externally autonomously • Evaluate and defend strategies to achieve sustainable competitive advantage • Calculate the balance point autonomously • Calculate sales expectations

	<ul style="list-style-type: none"> • Know different ways to enter new markets • Reflect on the importance of the client. • Recognize some tools for daily communication with the client • Know the elements of sale and distribution in foreign markets. • Identify your legal obligations as an exporter 	<ul style="list-style-type: none"> • Open operations in new markets. • Telephone customer service. • How to talk to the customer and empathize with him. • Organize your sales presence in export markets. 	<ul style="list-style-type: none"> • Calculate an entrepreneur's cash flow forecast. • Find and choose agents and distributors autonomously • Assess the critical points of customer service • Plan the entry of merchandise in the different countries • Assess financial considerations for importation
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Unit 1.1 The Market Survey	
Duration	5 h
Description	Thanks to the market analysis we will know better our weaknesses and strengths, as well as the possible opportunities and threats that might arise.
Content of the unit	<p>In this Unit the learner will learn about:</p> <ul style="list-style-type: none"> • Customer analysis <ul style="list-style-type: none"> • Market segmentation • Purchase behaviour of the customer • Competitors' analysis • Analysis of the activity sector <ul style="list-style-type: none"> • The sector 5 forces • Analysis of the environment • Sources of information <ul style="list-style-type: none"> • Secondary sources • Primary sources
Learning Material	<ul style="list-style-type: none"> • Initial theoretical Approach • Participatory reflection • Theory- Market Segmentation • Work in groups • Forum discusión • Theory- The Activity Sector • Final quiz
Practical Work Content	PARTICIPATORY REFLECTION

	<p>BRAIN STORMING. EACH STUDENT HAS TO IDENTIFY FACTORS TO PURCHASE.</p> <p>These are written down on the board.</p> <p>PARTICIPATORY REFLECTION.</p>
Self-assessment description	The unit provides a final assessment method, organised in 5 multiple choice questions.
Further Sources	<ul style="list-style-type: none"> • Online article <p>https://www.driveresearch.com/market-research-company-blog/what-is-market-survey-research-defining-the-benefits-and-process-of-a-market-survey/</p> <p>https://www.investopedia.com/terms/m/marketsegmentation.asp</p> <ul style="list-style-type: none"> • Video links <p>Preparing for Focus Groups: Qualitative Research Methods</p>
Advice for trainers	The trainers will have a theoretical content and it will follow by different activities and videos.
Requirements	<p>Internet connection</p> <p>Material: pen and paper to take some notes.</p>

Unit 1.2 SWOT Analysis	
Duration	2 h
Description	In this Unit the trainee will learn about how to use the SWOT (strengths, weaknesses, opportunities, threats) methodology to evaluate a company's footing and develop a strategic business plan. How to leverage strengths, convert weaknesses, use opportunities, and neutralize threats to bolster a business.
Content of the unit	<p>LEARNING OBJECTIVES: master the tool to reflect about the current situation of a company and future pathways</p> <p>1.- SWOT concept</p> <p>2.- SWOT examples</p> <p>3.- SWOT Strategies</p>
Learning Material	<ul style="list-style-type: none"> • Initial theoretical Approach • Case study • Theory-SWOT Strategies • Activity- Set out Strategies • Final quiz
Practical Work Content	Learners are asked to make a SWOT Analysis of a case study with Internal and External point of view.

Self-Assessment description	The unit provides a final assessment method, organised in 5 multiple choice questions.
Further Sources	<p>Useful materials</p> <ul style="list-style-type: none"> • Online article <p>https://businessmodelanalyst.com/nike-swot-analysis/</p> <ul style="list-style-type: none"> • Video links <p>Business strategy - SWOT analysis</p> <p>SWOT Interview - Pau Perez - Spain</p>
Advice for trainers	The trainers will have a theoretical content and it will follow by different activities and videos.
Requirements	<p>Internet connection</p> <p>Material: pen and paper to take some notes.</p>

Unit 1.3 Marketing Plan Design	
Duration	10 h
Description	This unit provides information on the Marketing strategic planning that is a process in which the company, once the market survey has been made and the existing opportunities have been detected, establishes its position in the market, defines its action plans and controls their implementation, development and results, to be able to achieve the objectives it has planned.
Content of the unit	<p>1.- Concept of marketing plan</p> <p>2.- Differences between marketing of products and services</p> <p>3.-Strategies to get a sustainable competitive advantage</p> <p>4.- Price policy</p> <p>5.- Distribution policy</p> <p>6.- Communication policy</p> <p>7.- Sales promotion</p> <p>8.- Sales strength</p> <p>9.- The brand</p>
Learning Material	<ul style="list-style-type: none"> • Initial theoretical Approach • Activity- Strategy to achieve a competitive advantage • Theory- The price policy



	<ul style="list-style-type: none"> • Forum-Discussion- Why is important to define a strategy for distribution? • Theory- Distribution • Video and reflection • Final quiz
Practical Work Content	Videos, activities and case studies.
Self-Assessment description	The online platform gives learners feedback on their learning progress and provide the correct answers to the multiple-choice questionnaire.
Further Sources	<ul style="list-style-type: none"> • Online article <p>https://www.forbes.com/sites/forbesfinancecouncil/2023/02/27/13-finance-experts-recommend-tech-tools-for-managing-business-and-personal-finance/</p> <p>https://finchannel.com/the-importance-of-creating-a-cash-flow-projection-for-financial-success/115109/personal-finance/2023/02/</p> <ul style="list-style-type: none"> • Video links <p>Financial Management Tools for Small Businesses</p> <p>Cash Flow vs. Profit: What's the Difference?</p>
Advice for trainers	Trainers should use the online resources provided, balancing them with theoretical contents. Learners must be encouraged to give their opinions on the topics covered and share real-life situations if they are comfortable with it.
Requirements	Internet connection Material: pen and paper to take some notes.

Unit 1.4 Economic and Financial Planning	
Duration	10 h
Description	This Unit is specifically designed to provide financial planners with the knowledge and understanding of the applicable regulatory requirements, the mechanisms and purpose of the main investment products and the ability to satisfy their individual clients' financial planning and investment portfolio needs.
Content of the unit	<p>A. INVESTMENT PLAN</p> <p>B. FINANCE PLAN</p> <p>C. BREAK-EVEN POINT</p>

	<p>D. SALES EXPECTATIONS</p> <p>E. CASHFLOW FORECAST.</p>
Learning Material	<ul style="list-style-type: none"> • Initial theoretical Approach • Activity- Investment plan • Activity-Fiance plan • Theory-Financing a new idea • Case study- Cash flow forecast of your company • Final quiz
Practical Work Content	Open questions and shared reflection, brain storming, work in small groups and shared presentation of opinions. Expository method.
Self-Assessment description	The online platform gives learners feedback on their learning progress and provide the correct answers to the multiple-choice questionnaire.
Further Sources	<ul style="list-style-type: none"> • Online article https://www.forbes.com/sites/forbesfinancecouncil/2023/02/27/13-finance-experts-recommend-tech-tools-for-managing-business-and-personal-finances/ https://finchannel.com/the-importance-of-creating-a-cash-flow-projection-for-financial-success/115109/personal-finance/2023/02/ • Video links Financial Management Tools for Small Businesses Cash Flow vs. Profit: What's the Difference?
Advice for trainers	Trainers should use the online resources provided, balancing them with theoretical contents.
Requirements	<p>Internet connection</p> <p>Material: pen and paper to take some notes.</p>

Unit 1. 5 Sales Process and Customer Experience	
Duration	8 h
Description	By the end of the unit, the learner will have an excellent understanding of basic customers needs and customer behaviour, including how to use it to the advantage to secure a sale. Also have a whole set of core skills needed to fast track your career, from influencing to problem-solving.
Content of the unit	<ul style="list-style-type: none"> • The different ways to enter new markets • Opening operations in new markets • Finding and choosing agents and distributors
Learning Material	<ul style="list-style-type: none"> • Initial theoretical Approach • Advantages and Disadvantages of opening new branch • How to choose agents and distributors • Theory- Customer experience • Case study- identify critical points in customer service • Self reflection • Final quiz
Practical Work Content	Videos, activities and case studies.
Self-Assessment description	The online platform gives learners feedback on their learning progress and provide the correct answers to the multiple-choice questionnaire.
Further Sources	<ul style="list-style-type: none"> • Online article <p>https://www.forbes.com/sites/theyec/2023/03/06/taapas-a-framework-for-improving-your-proposal-process/?sh=4f1c0c7a143c</p> <p>https://cgrowth.com/leadership-development-the-four-corners-of-empathetic-assertiveness/</p> <ul style="list-style-type: none"> • Video links <p>What is Customer Experience Management?</p>
Advice for trainers	Trainers should use the online resources provided, balancing them with theoretical contents.
Requirements	Internet connection Material: pen and paper to take some notes.

Unit 1. 6 Global Business	
Duration	5 h
Description	To succeed, your marketing strategy will need to be tailored to each target market.



	<p>You'll need to appreciate the traditions, culture and legislation of the countries you are trading with to exploit your exporting efforts.</p> <p>Non-specialist research can be conducted in-house but you will need to be clear about the data you require. You will also need to set a realistic budget to cover the necessary costs.</p> <p>There are a number of elements you need to consider to sell successfully abroad. How you organise your sales presence in export markets is one of the key decisions.</p> <p>Depending on your product, you may be able to sell directly. For example, you might be able to sell over the Internet or by exhibiting at local trade shows.</p> <p>Many businesses look for a partner who already understands the local market.</p>
Content of the unit	<ul style="list-style-type: none"> • Selling and distribution in overseas markets • Marketing your product or service overseas • Your legal obligations as an exporter • Transport considerations • Financial considerations • Import
Learning Material	<ul style="list-style-type: none"> • Initial theoretical Approach • Video • Final quiz
Practical Work Content	Videos, activities and case studies
Self-Assessment description	The online platform gives learners feedback on their learning progress and provide the correct answers to the multiple-choice questionnaire.
Further Sources	<ul style="list-style-type: none"> • Online material <p>https://latana.com/post/marketing-around-the-world/</p> <p>https://corporatefinanceinstitute.com/resources/economics/imports-and-exports/</p> <p>https://www.oecd.org/sdd/its/international-trade-in-services-statistics.htm</p> <ul style="list-style-type: none"> • Video links <p>International market research essentials</p>
Advice for trainers	Trainers should use the online resources provided, balancing them with theoretical contents.
Requirements	<p>Internet connection</p> <p>Material: pen and paper to take some notes.</p>

Follow Up	
Other Module Recommendations	All modules.
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PR2 DIGITAIL TRAINING CURRICULUM

PARTNER # - INTHECITY PROJECT DEVELOPMENT B.V.

MODULE 2: DIGITAL MARKETING

UNIT NAMES:

- 2.1 - SEO Positioning
- 2.2 - Online Advertising Google Ads
- 2.3 - Social Network Management
- 2.4 - Usability and Automation
- 2.5 - Digital Analytics

General Overview

Total Duration: 20 h

Learning Setting

Hands-on sessions: 8 hours (2 hours/unit 2.1, 1,5 hours/units 2.2, 2.3, 2.4, 2.5)

Self-study/assignments sessions: 7 hours (2 hours/unit 2.1., 1,5 hours/units 2.2, 2.3, 1 hour/units 2.4, 2.5)

Assessment sessions: 5 hours (1 hour/unit)

Introduction/Main Topics

Introduction:

This module aims to develop an understanding of the digital marketing environment and introduce the impact that digital technology has had on marketing activity and customers. It also aims to develop an understanding of the range of digital marketing tools available to retailers and marketers and how they can be used to develop marketing content.

Main Topics:

The module is structured into five units, introducing the foundational aspects of digital marketing:

- Unit 2.1 Search Engine Optimization
- Unit 2.2. Online Advertising Google ads
- Unit 2.3. Social Network Management
- Unit 2.4. Usability and automation
- Unit 2.5. Digital analytics

Prior Knowledge

Digital Literacy and Marketing Skills:

- ability to work with a pc and internet and to understand the basic marketing principles
- ability to learn quickly and apply effectively the continuously changing set of digital tools and options.

Learning Outcomes	Knowledge	Skills	Attitudes
	<ul style="list-style-type: none"> Define various web presence options and how to select appropriate keywords for search engine optimisation; Define various options for online marketing and advertising, including search engine, e-mail and mobile marketing /different types of Online Advertising Recognise the benefits of Online Advertising with Google Ads Understand how effective social media management assists in promotion and lead generation Understand how to use software and digital tools to automate repetitive marketing activities Understand and use analytics services to monitor and improve campaigns 	<ul style="list-style-type: none"> Identify SEO Key Performance Indicators Understand customer keyword search behaviour Identify how to optimise on-page elements including titles, meta description, page headings Using Google ads for advertising products and services Use of social media platforms to interact with customers - scheduling posts, setting up notifications, tracking metrics Implement marketing campaigns through automation platforms Measure marketing performance through analytics and present insights 	<ul style="list-style-type: none"> Create a content marketing strategy to support SEO and link acquisition Attract and engage customers through digital marketing channels Attract and convert social media followers into customers Deliver relevant messages to customers based on who they are and how they interact with the business Drive customer engagement. Define an SEO performance review strategy using Google Analytics

Unit 2.1 SEO Positioning	
Duration	5 h



Description	This unit provides fundamentals related to the process of optimising content to be discovered through a search engine organic search results. It introduces the factors to consider to influence a search engine output and the practical tools. Assessment is made through a quiz/multiple-choice questionnaire or results from assignment. At the end of the unit, it is expected that learners to be able to identify how to optimize on-page elements including titles, meta descriptions, page headings and to create a content marketing strategy to support SEO and link acquisition.
Content of the unit	<p>What is SEO? What is one Page SEO? How to Select a Domain Name? Page Naming (URL Structuring), Image Naming, Image Title and and ALT Tags Creation.</p> <p>Keyword research - the process of finding keywords that people are inputting into search engines.</p> <p>SEO Friendly Content writing - inserting keywords in content.</p> <p>Link building - the process of building relationship with other relevant site owners who want and will link to your content because it enhances theirs.</p> <p>Tools for SEO.</p>
Learning Material k	<ul style="list-style-type: none"> Tutorial Video/animation SEO explained: https://youtu.be/xnyJQb37RRw for SEO For Beginners: A Basic Search Engine Optimization Tutorial for Higher Google Rankings https://www.youtube.com/watch?v=DvwS7cV9GmQ Online article (blog) 10 Essential Priorities For Your Retail SEO Strategy https://www.digitaloye.com/blog/10-essential-priorities-for-your-retail-seo-strategy
Practical Work Content	<p>Task 1: Discussing best solutions for web presence for different digital marketing tools.</p> <p>Task 2: Keyword selection for practical digital marketing cases.</p> <p>Assignment to perform effective keyword research - find the best keywords for existing website to improve site's SEO, using the free keyword research tools (https://www.highvisibility.com/seo/tools/serp-snippet-optimizer/; https://answerthepublic.com; https://alsoasked.com, etc.)</p>
Assessment & Link	Assessment is made through a quiz/multiple-choice questionnaire or results from assignment.
Self-assessment description	A quiz containing questions with true and false answers, and questions with an open answers.

Further Sources	<ul style="list-style-type: none"> <i>Videos: Local SEO Course – Local SEO Unlocked Series – This YouTube video series offers a local SEO course with real-life examples and straightforward strategies.</i>
Advice for trainers	Learners should decide for which website they are going to perform keyword research. This could include their own website or a website created by the trainer for this assignment.
Requirements	Internet connection, digital device (smartphone, tablet or PC)

Unit 2.2 Online Advertising Google ads	
Duration	4 h
Description	In this unit the student should understand how the web content becomes to a web ad. Putting the contents of other companies on own website, placing it in social groups and creating own advertisement tactics, shows to a student from a practical up-to-date perspective all the facets of digital marketing. The aim of this training session is to see the variety of the digital marketing tools and approaches and to understand how digital marketing fits into a business strategy.
Content of the unit	Advertising online in a variety of formats. Display advertising - banner, text, image, and video ads on a webpage. Contextual ads & rich media tools to manage pop up advertising. Advertising platforms - Google Ads.
Learning Material	<ul style="list-style-type: none"> Tutorial Video/animation Google Ads Tutorials: Creating Video action campaigns https://www.youtube.com/watch?v=ZkepYbo9obY Online article Google Ads: What Are Google Ads & How Do They Work? https://www.wordstream.com/google-ads Online article How Google Adwords became Google Ads https://ads.google.com/intl/en_uk/home/resources/how-google-adwords-became-google-ads/
Practical Work Content	Discussion on different advertising forms. Assignment: Create an advertisement for your website and go through the steps to promote it through Google Ads.

Self-Assessment description	Assessment is made through a quiz/multiple-choice questionnaire or results from assignment.
Further Sources	The Best Online Graphic Design Software For 2023: https://bloggingwizard.com/online-graphic-design-software
Advice for trainers	Learners should decide for which website they are going to create advertisement. This could include their own website or a website created by the trainer for the assignments.
Requirements	Internet connection, digital device (smartphone, tablet or PC)

Unit 2.3 Social Network Management	
Duration	4 h
Description	At the end of the unit, learners will be able to identify the social media marketing needs of an organization, to creating a Facebook/Instagram Page, including privacy/security settings and to create posts of different types– text, photo, and video.
Content of the units	<p>Digital social media platforms for marketing</p> <p>Common social media marketing campaign elements and platform selection for particular audience;</p> <p>Creation and editing of social media business profile information</p> <p>Creation, editing and scheduling social media posts</p> <p>Good practices and tips in developing social media marketing campaigns</p> <p>Evaluation of social media marketing campaigns</p>

Learning Material	<ul style="list-style-type: none"> • Tutorial Video/animation Social Media Management Workflow https://youtu.be/-kv3KbTtr4U • Tutorial Video/animation How to Develop a Social Media Strategy: Step-by-Step Tutorial https://www.youtube.com/watch?v=xwwC4tC5jF8 • Case Study (Blog) 7 Great Social Media Advertising Campaigns https://www.bannerflow.com/blog/7-great-social-media-advertising-campaigns/ • Case Study (Blog) <ul style="list-style-type: none"> • 10 Marketing Case Study Examples: Learn How to Master Them in Your Campaigns • https://www.activecampaign.com/blog/marketing-case-study-examples
Practical Work Content	<p>Simulation game</p> <p>Learners will be able to gather information about an organization and distill it into the essential elements needed for social media marketing platforms such as Facebook or Instagram.</p>
Self-Assessment description	<p>Assessment is made through the results from simulation.</p>
Further Sources	<p>Social Media Marketing: Guide to Setting Up Social Media Pages for Business https://aofund.org/resource/social-media-marketing-guide-setting-social-media-pages-business/</p> <p>How To Create a Social Media Campaign in 9 Easy Steps https://www.adobe.com/express/learn/blog/social-media-campaign</p>
Advice for trainers	<p>Learners should enter the workshop with a plan for which organization or business they are going to use to develop their Facebook page and social media marketing skills. This could include their own product or service they intend to promote.</p> <p>Learners must create a new Facebook page or have admin access to an existing Facebook page to participate in the workshops.</p>
Requirements	<p>Internet connection, digital device (smartphone, tablet or PC)</p>

Unit 2.4 Usability and automation	
Duration	3 h
Description	This unit provides information on how to involve using software and digital tools to automate repetitive marketing activities. Upon accomplishing the unit, students will learn how to deliver relevant messages to customers based on who they are and how they interact with the respective business, and how to track the pages subscribers view, the links they click, the products/services they buy and then how to engage with them based on those activities.
Content of the unit	What marketing automation processes are there? How to optimize online marketing automation? Benefits for the companies. Marketing automation tools to consider.
Learning Material	<ul style="list-style-type: none"> • Tutorial Video/animation What is Marketing Automation? https://www.youtube.com/watch?v=G6c4-28FsAs Marketing Automation tutorial https://www.youtube.com/watch?v=9qfKppGr2Uo • Online article <ul style="list-style-type: none"> • https://www.businessnewsdaily.com/15981-what-is-marketing-automation.html
Practical Work Content	Assignment to create an email for products, suitable to deliver valuable content straight to their audience's/customers' inboxes.
Self-Assessment description	Assessment is made through the results from assignment.
Further Sources	Online article https://www.businessnewsdaily.com/15981-what-is-marketing-automation.html
Advice for trainers	Trainers should use the online resources provided, balancing them with theoretical contents.
Requirements	Internet connection, digital device (smartphone, tablet or PC)

Unit 2.5 Digital analytics	
Duration	4 h
Description	In this training section, a student has to understand the mechanisms of online analytics and search engines as well as usefulness of the available online tools. At the end of the training, the student should be able to install and interpret some analytical instruments, for instance, Google analytics.
Content of the unit	Digital Consumer Behavior Tracking Performance and Measurement with Google Analytics: What is Google Analytics? How Google Analytics works? Accounts, profiles and users navigation. Social marketing analytics.
Learning Material	<ul style="list-style-type: none"> • Tutorial Video/animation A video from Google Analytics for Beginners in the Analytics Academy that demonstrates how digital analytics can help improve business. https://www.youtube.com/watch?v=GG5xBwbje1E • Online article How to Use Facebook Insights and Analytics to Boost Your Social Media Marketing Strategy https://buffer.com/library/facebook-insights/ • E-Learning website Google analytics - Academy <ul style="list-style-type: none"> • https://analytics.google.com/analytics/academy/course/6
Practical Work Content	Simulation game A student can adjust or change the parameters of a web content, for instance, of a blog post, and see how the statistics will be changed subsequently. Furthermore, changing website parameters for the search engine can demonstrate a change in web statistics, which can also be timely adjusted, for instance, to the target group or communication strategy.
Self-Assessment description	Assessment is made through the results from assignment.
Further Sources	<ul style="list-style-type: none"> • Social media analytics https://www.techtarget.com/searchbusinessanalytics/definition/social-media-analytics

	<ul style="list-style-type: none"> • E-Learning website Google analytics - Academy https://analytics.google.com/analytics/academy/course/6
Advice for trainers	Learners should decide for which website they are going to perform statistics. This could include their own website or a website created by the trainer for this assignment.
Requirements	Internet connection, digital device (smartphone, tablet or PC)

Follow Up	
Other Module Recommendations	All modules.
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PR2 DIGITAIL TRAINING CURRICULUM			
PARTNER # - CHAMBER OF COMMERCE AND INDUSTRY OF SLOVENIA			
MODULE 3: OPERATIONAL SKILLS			
UNIT NAMES: 3.1 Prospecting and recruitment techniques 3.2 Sales techniques 3.3 Loyalty techniques			
General Overview			
Total Duration:	20 h		
Learning Setting	Unit 3.1 Prospecting and recruitment techniques - 8 hours Unit 3.2. Sales techniques - 6 hours Unit 3.3. Loyalty techniques - 6 hours		
Introduction/Main Topics	<p><u>Introduction:</u></p> <p>Operational skills are a wide variety of both soft and hard skill sets that managers need to run a successful business. These skills are for example business planning, financial budgeting, communication skills, management of employees etc. One of the most important aspects of operational skills is recognizing and addressing customers needs which is also the topic of this training module.</p> <p><u>Main Topics:</u></p> <p>The module is structured into three learning units that introduce the target group to the basics of following aspects of operational skills:</p> <p>Unit 3.1 Prospecting and recruitment techniques Unit 3.2. Sales techniques Unit 3.3. Loyalty techniques</p>		
Target Group	Owner of the companies of the retail sector Worker of the retail sector Shop stewards & union representatives Company managers		
Prior Knowledge	Digital Literacy Basics of retail business management Technical knowledge and working experience in retail sector		
Learning Outcomes	Knowledge	Skills	Attitudes
	<ul style="list-style-type: none"> Understanding and methods of sales prospecting. 	<ul style="list-style-type: none"> Prospecting techniques to find new customers 	<ul style="list-style-type: none"> Understanding sales prospecting and sales techniques

	<ul style="list-style-type: none"> • Comprehending the whole process of selling technique • Knowledge on how to build customer loyalty 	<ul style="list-style-type: none"> • Creating a sales campaign with different techniques • Implementing loyalty programs for your customers 	<ul style="list-style-type: none"> • Building customer loyalty, • Prospecting techniques for new customers, • Creating sales campaigns, and implementing loyalty programs
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Unit 3.1: Prospecting and recruitment techniques	
Duration	8 h
Description	This unit provide knowledge on what is sales prospecting and what are various methods that you can to improve sales.
Content of the subunit	<p>What is sales prospecting and what are recruitment techniques?</p> <p>How to create customer profiles?</p> <p>How to improve communication with customers?</p> <p>How to prospect using social media?</p> <p>How to use method that works best for your case?</p>
Learning Material	<ul style="list-style-type: none"> • Introduction to prospecting and recruitment techniques <p>https://www.cloudtalk.io/blog/8-sales-prospecting-methods-that-actually-work/</p>
Practical Work Content	<ol style="list-style-type: none"> 1. Discussing different methods and solutions using digital tools. 2. Creating a concept of a sales campaign with the usage of social media.
Assessment & Link	Assessment will be done through online test and result of assignment.
Self-assessment description	Assessment is made through the results from assignment.
Further Sources	<p>Video Links:</p> <p>How To Find Your Target Audience Target Market Research</p> <p>How to Use LinkedIn to Get Clients - LinkedIn Lead Generation (LinkedIn Marketing)</p>
Advice for trainers	Trainers are advised to utilize the online materials at their disposal, while also maintaining a balance with theoretical concepts in their training programs. Learners should be encouraged to voice their opinions on the topics covered and share any relevant real-world scenarios, provided they are at ease with doing so.
Requirements	Access to internet connection and personal computer or smartphone.

Unit 3.2: Sales techniques	
Duration	6 h
Description	This unit provide insight into different sales techniques and how to implement them based on the product that you are selling and your customers.
Content of the subunit	What sales techniques exist? What techniques to use and what are best practices? Understanding of your customers and data analysis.
Learning Material	<ul style="list-style-type: none"> • Online article on sales techniques and how to use them https://www.fool.com/the-ascent/small-business/crm/articles/sales-techniques/ • Online article on 10 effective sales techniques https://corporatevisions.com/selling-techniques/
Practical Work Content	1. Discussion on different sales techniques. 2. Using a sales technique from this unit to implement a sales campaign on social media based on concept from previous unit assignment.
Assessment & Link	Assessment will be done through online test and result of assignment.
Self-Assessment description	Assessment is made through the results from assignment.
Further Sources	Video Links: How to Improve Your Sales Process and Increase Business 21 USEFUL Digital Marketing Tools To Grow Your Business
Advice for trainers	Trainers are advised to utilize the online materials at their disposal, while also maintaining a balance with theoretical concepts in their training programs. Learners should be encouraged to voice their opinions on the topics covered and share any relevant real-world scenarios, provided they are at ease with doing so.
Requirements	Access to internet connection and personal computer or smartphone.

Unit 3.3: Loyalty techniques	
Duration	6 h
Description	This unit provide insight how to implement loyalty techniques to boost your customer satisfaction.
Content of the subunits	What is customer loyalty? What are the benefits of improving the customers satisfaction? How to build customer loyalty?
Learning Material	<ul style="list-style-type: none"> • Online article on how to build customer loyalty

	https://www.businessnewsdaily.com/16017-build-customer-loyalty.html
Practical Work Content	<p>1. Discussion on customer loyalty, how to implement it and what are the long-term benefits?</p> <p>2. Development of the loyalty concept based on sales campaign from previous learning units.</p>
Assessment & Link	Assessment will be done through online test and result of assignment.
Self-Assessment description	Assessment is made through the results from assignment.
Further Sources	<p>Video links:</p> <p>Managing Customer Loyalty</p> <p>How To Build Data Driven Strategies To Ensure Customer Loyalty</p>
Advice for trainers	Trainers are advised to utilize the online materials at their disposal, while also maintaining a balance with theoretical concepts in their training programs. Learners should be encouraged to voice their opinions on the topics covered and share any relevant real-world scenarios, provided they are at ease with doing so.
Requirements	Access to internet connection and personal computer or smartphone.

Follow Up	
Other Unit Recommendations	All modules
Further reading	<p>What skills do Operations Managers need? https://www.getsmarter.com/blog/career-advice/skills-operations-managers-need-faqs/</p> <p>Operations Manager https://builtin.com/learn/careers/operations-manager</p> <p>12 Retail Operations Manager Skills: Definition and Examples https://resumecat.com/skills/retail-operations-manager</p> <p>8 Essential Retail Management Skills for Store Environments https://www.indeed.com/career-advice/career-development/skills-for-retail-management</p>
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PR2 DIGITAIL TRAINING CURRICULUM			
PARTNER #MINDSHIFT			
MODULE 4: BUSINESS SKILLS			
UNITS: 4.1 Emotional 4.2 Relational 4.3 Development			
General Overview			
Total Duration:	20 h		
Learning Setting	<p>4.1 Emotional – 6 hours 4.2 Relational – 6 hours 4.3 Development – 8 hours</p> <p>Hands-on sessions: 9 hours (3 hours/unit) Self-study sessions: 8 hours (2 hours/units 4.1 and 4.2; 4 hours/unit 4.3) Assessment sessions: 3 hours (1 hour/unit)</p>		
Introduction/Main Topics	<p>The digitalization of the retail sector incorporates the need to create a business profile that provides exceptional internal and external customer service.</p> <p>Accordingly, this module aims to boost business skills with focus on emotional management, relational leadership and professional development. The module is structured into three units:</p> <ul style="list-style-type: none"> • Unit 4.1 Emotional, presents a personal path to understand and practice emotional management in the workplace • Unit 4.2 Relational, offers an interpersonal path to boost leadership • Unit 4.3 Development, provides an overview of the retail sector needs, building a career development path__ 		
Prior Knowledge	N.A.		
Learning Outcomes	Knowledge	Skills	Attitudes
	<ul style="list-style-type: none"> • Define emotional management competence • Recognise the benefits of self-awareness and social awareness in the workplace 	<ul style="list-style-type: none"> • Identify the liabilities of lack of emotional management • Build your emotional management plan 	<ul style="list-style-type: none"> • Be aware of the relationship between the management of emotions and professional success • Practice emotional management



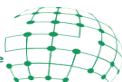
	<ul style="list-style-type: none"> • Describe relational competence in leadership • Recognise the link between social awareness, relationship management and workers' performance • Reflect on professional development requirements in the retail sector business • Outline a business-emotional strategy that maximises engagement and performance in the workplace 	<ul style="list-style-type: none"> • Analyse conflict resolution strategies • Build relational leadership skills • Identify performance indicators • Measure team effectiveness 	<p>competence in the workplace</p> <ul style="list-style-type: none"> • Balance the relationship between leadership effectiveness and relational competence • Deal with relational competence in the workplace as a leader • Commit with career development paths • Advise business essential competences for professional etiquette and behaviour
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Unit 4.1 Emotional	
Duration	6 h
Description	This unit provides the fundamentals related with emotional management and self-awareness in the workplace, highlighting their benefits and how to build them. Among the materials provided, there are online articles and videos covering topics on emotional management and self-awareness in the workplace. The assessment is made through a multiple-choice questionnaire. At the end of the unit, it is expected that learners have improved their competences on emotional management and self-awareness in the workplace.
Content of the unit	This unit presents the definition of the emotional management competence, the consequences of its lack and the benefits of its application. It also addresses the benefits of self-awareness and social awareness in the workplace. The objective of the unit is to support individuals in building their own emotional management plans and put them into practice in the workplace.
Learning Material	<ul style="list-style-type: none"> • Introduction – 1 hour • Theory – 2 hours • Reflection – 2 hours • Assessment – 1 hour
Practical Work Content	Learners are invited to share and analyse situations in which emotions condition the work carried out in the workplace. After that, they can build their individual emotional management plans.
Self-assessment description	The online platform gives learners feedback on their learning progress and provide the correct answers to the multiple-choice questionnaire.
Further Sources	How to practice emotional competency in the workplace



	<p>www.forbes.com/sites/forbescoachescouncil/2019/10/16/how-to-practice-emotional-competency-in-the-workplace/</p> <p>Increase your self-awareness with one simple fix www.youtube.com/watch?v=tGdsOXZpyWE</p> <p>Emotional regulation handouts www.edencounseling.com/resources/Eden-DBT/DBT-Emotional-Regulation/dbt-emotional-regulation-grp-4-handouts.pdf</p>
Advice for trainers	Trainers should use the online resources provided, balancing them with theoretical contents. Learners must be encouraged to give their opinions on the topics covered and share real-life situations if they are comfortable with it.
Requirements	<p>Internet connection</p> <p>Digital device (smartphone, tablet or PC)</p> <p>Writing material to take notes (e.g., writing software or notebook/pen)</p>

Unit 4.2 Relational	
Duration	6 h
Description	This unit reflects on relational competence, its link with leadership and their impact on workers' performance. Among the materials provided, there are online articles and videos covering topics on leadership and conflict resolution strategies. The assessment is made through a multiple-choice questionnaire. At the end of the unit, it is expected that learners have improved their competences on relational leadership and conflict resolution in the workplace.
Content of the unit	This unit presents the definition of relational competence, how to build it and how to use it effectively as a leader. It also points out the relational leadership skills needed to tackle conflicts in the workplace. The unit aims to help leaders build their own relational leadership skills and identify the best conflict resolution strategy in each situation.
Learning Material	<ul style="list-style-type: none"> • Introduction – 1 hour • Theory – 2 hours • Reflection – 2 hours • Assessment – 1 hour
Practical Work Content	Learners are asked to identify the strategies for conflict resolution and to put into practice leadership skills to improve workers' performance.
Self-Assessment description	The online platform gives learners feedback on their learning progress and provide the correct answers to the multiple-choice questionnaire.
Further Sources	<p>The art of relational leadership www.youtube.com/watch?v=MjqkqNUHS0g</p> <p>Why there's so much conflict at work and what you can do to fix it</p>



	www.youtube.com/watch?v=2l-AOBz69KU The good, the bad and the ugly – conflict resolution www.thehrdirector.com/good-bad-ugly/
Advice for trainers	Trainers should use the online resources provided, balancing them with theoretical contents. Learners must be encouraged to give their opinions on the topics covered and share real-life situations if they are comfortable with it.
Requirements	Internet connection Digital device (smartphone, tablet or PC) Writing material to take notes (e.g., writing software or notebook/pen)

Unit 4.3 Development	
Duration	8 h
Description	This unit provides information on the digital transformation in the retail sector business, its requirements and strategies. Among the materials provided, there are online articles and videos covering topics on digital supply chains, key performance indicators and team effectiveness. The assessment is made through a multiple-choice questionnaire. At the end of the unit, it is expected that learners have committed with a career development path and are aware of business competences for professional etiquette.
Content of the unit	This unit presents data for reflection on professional development requirements in the retail sector, how to outline a business-emotional strategy to maximise team members engagement in the workplace and how to define performance indicators and measure team effectiveness.
Learning Material	<ul style="list-style-type: none"> • Introduction – 1 hour • Theory – 2 hours • Reflection – 4 hours • Assessment – 1 hour
Practical Work Content	Learners are asked to describe the SWOTs of digital transformation in the retail sector, to develop the KPIs for their business and to identify retail business essential competences for professional success.
Self-Assessment description	The online platform gives learners feedback on their learning progress and provide the correct answers to the multiple-choice questionnaire.
Further Sources	Retail Digital Supply Chains: Facing an omnichannel customer-driven landscape www.youtube.com/watch?v=VdFx2R6diMk Why transformational leaders are needed in retail www.modernretail.co.uk/why-transformation-leaders-are-needed-in-retail/

	Build a tower, build a team www.youtube.com/watch?v=H0_yKBitO8M
Advice for trainers	Trainers should use the online resources provided, balancing them with theoretical contents. Learners must be encouraged to give their opinions on the topics covered and share real-life situations if they are comfortable with it.
Requirements	Internet connection Digital device (smartphone, tablet or PC) Writing material to take notes (e.g., writing software or notebook/pen)

Follow Up	
Other Module Recommendations	All modules.
Further reading	<p>What is your emotional intelligence? Here's why it's important to your business www.uschamber.com/co/start/strategy/emotional-intelligence-and-business</p> <p>Emotional intelligence in business and leadership www.forbes.com/sites/forbesnycouncil/2018/11/13/emotional-intelligence-in-business-and-leadership/</p> <p>Digitization is impacting the retail industry online and offline www.forbes.com/sites/jiawertz/2022/02/26/digitization-is-impacting-the-retail-industry-online-and-offline/</p> <p>How interpersonal skills affect your leadership style www.michaelpage.com.au/advice/management-advice/leadership/how-interpersonal-skills-affect-your-leadership-style</p> <p>How to create a goal-oriented career development plan (template + tips) www.coursera.org/articles/career-development-plan</p>
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