

Take the mystery out of e-Marketing and e-Commerce professions



Do you want to acquire new competencies that will boost your career? Sign up for our training!

FREE e-Marketing and e-Commerce professional training

Wroclaw, 9 -13 April 2018

e-COMMA



Erasmus+



What you will learn

The objective of our training is to give the possibility to acquire knowledge and skills in five job roles which importance has been significantly growing: Community Manager, Data Specialist, E-Commerce Developer, E-Marketer and Content Manager. The job roles are in accordance with an European Reference Framework, developed by the European Standardisation Organisations' Working Group on ICT Skills (CEN Working Group on ICT Skills).

Participation in the course will provide you with training on:

- Developing overall internet marketing strategy;
- Practical knowledge in promoting business through social media and developing successful online communities;
- Building a profitable online store ;
- The main principles of content marketing and intergrating content into a PR programme;
- Conducting data research to ensure that digital marketing solutions are reaching the target market of the customers.

The way the courses are structured makes them perfect for beginner-level marketers.

Training curriculum

Topics to be covered during the training:

- Digital marketing;
- Analyzing customer and business needs
- Business & digital communication strategies;
- Community management strategy;
- Relationship management;
- Risk management;
- Problem Management;
- Analyzing market needs in terms of content production;
- Product Planning;
- Generating content according to contexts and target groups;
- Communication applications trends and usage;
- Trends and usage of digital marketing tools
- Technical Basics for Data Specialist and e-Commerce Developer;
- Technical development and adaptation.

Methodology of the training

Trainees will be offered training in crucial skills for the 5 job roles, with the guidance of a group of experts composed of scientists and practitioners, benefiting from the interactions among them. Participants will have different nationalities and academic/ professional

The e-COMMA project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

backgrounds. The group will consist of about 20 trainees from **Germany, France, Italy and Poland**. Program of the training contains: **mini-lectures, workshops, and consultancies with experts**. The default language for the training is English.

Costs

The training is free of charge. Costs of travel to Wroclaw and accommodation will be covered by the funds of e-Comma Programme.

Place and dates

The training will be arranged in Wroclaw (Poland) at Wroclaw University of Economics, which is ranked among the top economic schools of higher education in Poland and an important centre of science and research. The training will have duration of 5 full days (8 lesson hours per day). The training will take place from 9th till 13th April 2018.

Tourist attractions

The city of Wroclaw is one of the highlights of Poland, and the entire central European region. It boasts fascinating architecture, many rivers and bridges, and a lively metropolitan cultural scene. It was an European Capital Culture 2016. Its theatres, clubs, museums and galleries provide a continuous series of artistic events. You will have the opportunity to visit Wroclaw with a guide and walk along the trail of Wroclaw's Dwarfs, see the stunning market, the Mutual Respect District, Four Denominations District and many Wroclaw's works of

architecture and Wroclaw's nature. You will learn Wroclaw's history and legends. The next day you will take part in the cruise along Odra river and admire the architecture of Wroclaw at night.



Source: <https://wroclaw.pl>

Wroclaw's area is famous for its beautiful landscapes and numerous castles. You will see one of them - Książ Castle. It is a huge architectural complex on a scale unique in Europe, situated on a rocky promontory deep in the forest. By virtue of its rich history and remarkable size, the building has been entered on the list of historic sites recognized by the National Heritage Institute. As a residential complex, Książ is recognized as the largest in Lower Silesia.



Source: <http://www.ksiaz.walbrzych.pl>

Program schedule

Sun, 8 April	Trainees' arrival, self transfer from the airport	
Mon, 9 April	8:30-9:00	Registration
	9:00-16:00	COURSE: eMarketer
	16:00-17:00	Feedback Session
	20:00-22:00	Gala Dinner
Tue, 10 April	9:00-16:00	COURSE: eCommerce Developer
	17:00-20:00	Wroclaw City tour with guide
Wed, 11 April	8:00-15:00	COURSE: Data Specialist
	15:00-19:00	Trip to Książ Castle
Thu, 12 April	9:00-16:00	COURSE: Community Manager
	20:00-21:30	Wroclaw by night from Odra river (cruise)
Fri, 13 April	9:00-16:00	COURSE: Content Manager
	16:00-18:00	Feedback Session
Sat, 14 April	Trainees' departure, self transfer to the airport	



The e-COMMA project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.