

# Marketing through Europe Suggestion for new timetable

**MaTE**

1.10.2020–30.9.2022

**Project number:** 2020-1-FI01-KA202-066479

Applicant organisation: **WINNOVA**  
LÄNSIRANNIKON KOULUTUS OY

# New timetable

- Extension of project time 8 months to 12 months
- New project timeline 1.10.2020 - 31.5.2023 or 30.9.2023
- Regarding the IOs:
  - IO1 will be made ready through virtual means – new deadline 09/2021
  - IO2 and IO3 – we need face-to-face meeting and LTT-activities in order to reach the objectives and get the needed work done. These will be postponed; the work will start 09/2021 and end 03 or 04/2023.
  - We feel that the teachers' workshops and students' mobilities should be organised face to face because they are an integral part of work regarding IO2 and IO3.

# Intellectual Outputs

## New timeline

Intellectual Outputs	Leading	Timeline
IO1: <b>investigative research</b>	P1: INETE (ENSINUS), Portugal	11/2020 - 09/2021
IO2: <b>training scheme / curriculum</b>	P2: Andrásy, Hungary	09/2021 - 03 or 04/2023
IO3: <b>e-learning course / module</b>	APP: WinNova	09/2021 - 03 or 04/2023
<b>Dissemination</b>	P3: Graafschap College, Netherlands	On going – 10/2020 - end of project. There would be some months at the end of the project to disseminate the results if we will lengthen the time by 12 months
<b>Impact assessment</b> <b>Consultant/expert:</b> team learning, project learning, e-learning, learning methods	P4: HAMK, Edu, Finland	On going – 01/2021 - end of project

# IO1: Investigative research

Comparison of marketing (communications) competence requirements in the partner countries



Intellectual Outputs	Leading	Participating
IO1: <b>investigative research</b>	P1: INETE (ENSINUS), Portugal	WinNova, Andrásy, GC, HAMK

**Objective:** Overview of the required skills and knowledge (partner countries' national qualifications requirements and the opinions/views of SME/company/organisations' representatives)

**How:**

## **1. EMPIRICAL LEVEL**

There will be a minimum of 25 SME / company / organisation representative contacts / country. The questions posed to the representatives will research the competence requirements of companies regarding marketing planning, implementation and evaluation processes. So what are the skills and knowledge needed from persons handling marketing (communication) tasks / assignments.

## **2. DESK INVESTIGATION**

Analysis of the marketing / marketing competence requirements in national qualifications will be researched and reported.

# IO1: Investigative research

Comparison of marketing (communications) competence requirements in the partner countries



Intellectual Outputs	Leading	Participating
IO1: <b>investigative research</b>	P1: INETE (ENSINUS), Portugal	WinNova, Andrásy, GC, HAMK

- **Output:** Both elements will be compiled into a common research report (EN only) which is a comprehensive output forming a solid knowledge base for the development of IO2 and IO3. Only the executive summary will be translated to all the partner languages.
- **Timeline:** 10/2020–end 03/2021 (**new timeline 11/2020 - 09/2021**)
- **SEE PROJECT APPLICATION PAGES 91–97 for more details**

# IO2: Curriculum "MaTE"

partly digital and partly face-to-face and conducted in English



Intellectual Outputs	Leading	Participating
IO2: <b>training scheme / curriculum</b>	P2: Andrásy, Hungary	WinNova, INETE, GC, HAMK

**Objective:** Students gain competences needed when operating in international environments, multinational teams and conducting marketing related tasks. Working life orientation (project learning, role of associated partners), pedagogical methods: team learning, project learning (HAMK's role as trainer-trainer and expert). Associated partners (SMEs) are crucial part of training scheme – students working on real-life-projects!

## **How:**

- On the basis of O1 results and findings partners will identify the scope and specific contents to be included in the training scheme as well as the learning outcomes and pedagogical methods of the training scheme. The learning outcomes of the training programme are not only content-based (marketing) but also connected to developing students' (and teachers') soft skills

# IO2: Curriculum "MaTE"

partly digital and partly face-to-face and conducted in English



Intellectual Outputs	Leading	Participating
IO2: <b>training scheme / curriculum</b>	P2: Andrásy, Hungary	WinNova, INETE, GC, HAMK

## How

- Development of preliminary version, VET-teachers' initial training to the pedagogical methods applied (LTT-activity: 1<sup>st</sup> workshop for VET-teachers 04/21, FI)
- Development and piloting of the programme in 2 stages (connected to LTT-activities 11/21 and 04/22)

**Output:** Final version in EN only

**Timeline:** 01/2021–05/2022(new timeline 08 or 09/2021 - 03 or 04/2023)

SEE PROJECT APPLICATION PAGES 98–104 for more details

# IO3: e-learning course / module

Intellectual Outputs	Leading	Participating
IO3: e-learning course / module	APP: WinNova	INETE, Andrassy, GC, HAMK

## Objectives:

- 1) to support the implementation & piloting of “MaTE” training scheme
- 2) to provide resources for VET-students aiming to increase marketing (communications) competences. Contents being e.g.: marketing planning, implementation and evaluation processes
- 3) to provide guidelines and exercises supporting the team learning process of students

## How:

**The platform** for e-learning course / module will be decided in the partner consortium at the beginning of the project (Kick-off-meeting).



# IO3: e-learning course / module

Intellectual Outputs	Leading	Participating
IO3: e-learning course / module	APP: WinNova	INETE, Andrassy, GC, HAMK

## How:

- The scope at least **four e-learning blocks** which means that four different learning outcome areas will be covered through the e-learning course (e.g. 1. marketing planning, 2. marketing implementation, 3. marketing evaluation, 4. team learning practices).
- Proposals for the resources and overall concept of the course (LTT-activity: 1<sup>st</sup> workshop for VET-teachers 04/21, FI); task assignments & partners prepare and develop their share of the work; further development & piloting (connected to LTT-activities 11/21 and 04/22)

**Output:** Final version in EN only, online

**Timeline:** 01/2021–06/2022 (**new timeline 08 or 09/2021 - 03 or 04/2023**)

SEE PROJECT APPLICATION PAGES I05–III for more details

# New timetable for transnational project meetings

Planned meeting	When?	Where? (Leading organisation)
<b>ONLINE-meeting</b>	11/2020	online (WinNova)
<b>Meetings ONLINE (kick-off &amp; O1)</b>	11/2020 - 09 / 2021	Several short meetings online when needed (1 / month, none during summer months)
<b>Meeting 2</b>	12/2021	Finland, Pori (WinNova)
<b>Meeting 3</b>	03/2022	Hungary, Eger (Andrássy)
<b>Meeting 4</b>	09/2022	Portugal, Lisboa (Inete)
<b>Final meeting</b>	02/2023	Netherlands, Doetinchem (GC)

There are 2 budgeted meeting participants per meeting from each organisation except for HAMK who has 1 budgeted meeting participant per meeting

# New timetable for LTT-activities



Planned LTT-activities	When? (Duration)	Where? (Leading organization)	Participants (leading organization's participants not included)
1 <sup>st</sup> workshop for VET-teachers	12/2021 (3 days), (same week as the meeting in FIN)	Finland, Hämeenlinna (Hämeen ammattikorkeakoulu)	9 VET-teachers (3 from WinNova and 2 from each participant organisation)
2 <sup>nd</sup> workshop for VET-teachers	End 03 or first week 04/2022 (5 days)	Hungary, Eger (Andrássy)	7 VET-teachers & 1 teacher-trainer (2 or 3 from each organization except for HAMK who has 1 participant – teacher-trainer / expert)
1 <sup>st</sup> mobility for project's students	End 03 or first week 04/2022 (5 days)	Hungary, Eger (Andrássy)	12 students (4 from each organization, no students from HAMK)
3 <sup>rd</sup> workshop for VET-teachers	11/2022 (5 days)	Netherlands (Graafschap College)	7 VET-teachers & 1 teacher-trainer (2 or 3 from each organization except for HAMK who has 1 participant – teacher-trainer / expert)
2 <sup>nd</sup> mobility for project's students	11/2022 (5 days)	Netherlands (Graafschap College)	12 students (4 from each organization, no students from HAMK)

# Objectives

October

The objective of the project is to develop a flexible training blueprint for business, administration, commerce and management field of upper secondary VET.

In the training blueprint learning at work, project learning (in cooperation with SMEs and other organizations), studying abroad.

The students acquire competences needed when operating in international operational environments and to advance the development of their soft skills.

In each partner country there are companies/SME's/organizations that are willing to let students plan, perform and evaluate their marketing activities.

These SMEs / organizations act as associative partners during the project.

The main aims of the strategic partnership project are:

- 1) Implementation of an investigative research including comparison of marketing related competence requirements in the partner countries.
- 2) Development of Marketing training scheme / curriculum that is targeted to business, administration, commerce and management students in the partner countries.

The training scheme is partly digital and partly face-to-face and conducted in English.

The core pedagogical methods applied when executing the training scheme are project learning, learning by doing and team learning.

- 3) Development of training materials that are relevant regarding the above mentioned development and realization of training schemes, the output being e-learning course / module



# - data sources available

Meeting 10 Novembro 2020

# Marketing competence requirements in national qualifications

- We are planning to gather this information from three vocational qualification:

Educational area	Qualification
Code 341 - Trade	Marketing technician
Code 345 – Management and administration	Management support technician
Code 342 – Marketing & Publicity	Communication Technician - Marketing, Public Relations and Advertising

See:

<http://www.catalogo.anqep.gov.pt/Qualificacoes/Referenciais/1732>

<http://www.catalogo.anqep.gov.pt/Qualificacoes/Referenciais/7221>

<http://www.catalogo.anqep.gov.pt/Qualificacoes/Referenciais/7218>



# Examples of questions that could be used

We find a survey questionnaire that could be used as an example when planning our survey:

➔ Marketing competences survey – Monash university

See:

<https://www.monash.edu/business/marketing/our-research/research-tools-and-resources/current-research-surveys/marketing-competencies-survey>



# - data sources available

## Copia excel da analise de requisitos de Competências CNP

Código	541	Código	541	Código	541
Área	Comércio	Área	Comércio	Área	Comércio
Referencial	Técnico/a de Marketing	Referencial	Técnico/a Comercial	Referencial	Técnico/a de Vendas
Componente	Tecnológica	Componente	Tecnológica	Componente	Tecnológica
Código	UFCD	Código	UFCD	Código	UFCD
0365	Marketing mix	0346	Técnicas de merchandising	0355	Fidelização de clientes
0366	Plano de marketing	0345	Ambiente, segurança, higiene e Saúde no Trabalho - conceitos e	0365	Marketing mix
0377	Comportamento do consumidor	0350	Comunicação interpessoal - comunicação assertiva	0374	Empresa e gestão da força de vendas
0423	Gestão e marketing - princípios básicos	0353	Atendimento telefónico	0375	Mercado e análise de mercado
0424	Mercado - estudo e análise	0354	Língua inglesa - atendimento	0376	Marketing - mercado e posicionamento
0425	Mercado - comercialização e segmentação	0355	Fidelização de clientes	0377	Comportamento do consumidor
0426	Mercado - características e benefícios	0357	Reclamações - tratamento e encaminhamento	0380	Língua inglesa - marketing na venda
0427	Marketing - centralidade no cliente	0358	Língua inglesa - atendimento no serviço pós-venda	0381	Organização administrativa da venda
0428	Língua inglesa - estudos de mercado e marketing mix	0361	Organização e manutenção de arquivos	0382	Gestão do tempo e organização do trabalho
0429	Serviços - princípios básicos	0362	Software aplicado à atividade comercial	0383	Processo comercial - funções e competências
0430	Inovação em serviços - plataformas tecnológicas	0363	Equipamentos e sistemas aplicados à atividade comercial	0384	Merchandising
0431	Qualidade e satisfação nos serviços	0364	Marketing comercial - conceitos e fundamentos	0385	Atmosfera no ponto de venda
0432	Estratégias de fidelização	0365	Plano de marketing	0386	Língua inglesa - organização administrativa da venda
0433	Serviços - posicionamento e diferenciação	0367	Publicidade e promoção	0387	Profissional de vendas - funções e competências
0434	Marketing mix de serviços	0368	Controlo e armazenagem de mercadorias	0388	Processo comercial - preparação e planeamento da venda
0435	Gestão da comunicação de marketing	0369	Língua inglesa - gestão de stocks	0389	Entrevista de vendas - abordagem e diagnóstico de necessidade
0436	Comunicação mix	0371	Língua inglesa - vendas	0390	Aprovisionamento, logística e gestão de stocks
0437	Criatividade em comunicação	0372	Comércio - evolução e modelos organizacionais	0391	Técnicas de venda por telefone
0438	Planeamento de meios	0373	Empresa comercial - funcionamento e organização do trabalho	0392	Comércio eletrónico e business
0439	Direito da comunicação de marketing	0377	Atendimento e serviço pós-venda	0393	Internet como estratégia de marketing
0440	E-marketing - conceitos e fundamentos	3836	Marketing - principais variáveis	0394	Database marketing
0441	E-mercado	7839	Documentação comercial e circuitos de correspondência	0395	Língua inglesa - técnicas de venda
0442	E-consumidores	7842	Técnicas de atendimento	0396	Negociação
0443	E-marketing mix	7843	Técnicas de negociação e venda	0397	Atendimento e serviço pós-venda
0444	E-marketing - tecnologias de informação e comunicação	7853	Aprovisionamento, logística e gestão de stocks	0398	Gestão de reclamações - metodologias
0445	Estratégias de e-marketing	7852	Períri e potencial do empreendedor - diagnóstico/ desenvolvimento	0399	Língua inglesa - negociação e serviço pós-venda
0446	Plano de e-marketing	7853	Idéias e oportunidades de negócio	0377	Plano de e-marketing
0447	Língua inglesa - e-marketing	7854	Plano de negócio - criação de micronegócios	5895	Produtos/serviços - características e funcionalidade
		5896	Plano de negócio - criação de pequenos e médios negócios	5896	Sistemas de informação de suporte à atividade comercial
		8601	Língua francesa - gestão de stocks	5897	Atendimento e venda presencial
		8602	Língua alemã - gestão de stocks	5898	Atendimento e vendas telefónicas
		8603	Língua espanhola - gestão de stocks	7844	Gestão de stocks
		8604	Língua francesa - atendimento no serviço pós-venda	7851	Aprovisionamento, logística e gestão de stocks
		8605	Língua alemã - atendimento	7852	Períri e potencial do empreendedor - diagnóstico/ desenvolvimento
		8606	Língua espanhola - atendimento no serviço pós-venda	7853	Idéias e oportunidades de negócio
		8607	Língua francesa - atendimento	7854	Plano de negócio - criação de micronegócios
		8608	Língua alemã - atendimento	7855	Plano de negócio - criação de pequenos e médios negócios
		8609	Língua espanhola - atendimento	8608	Desenvolvimento pessoal e técnicas de procura de emprego
		8610	Língua francesa - vendas	8609	Comunicação assertiva e técnicas de procura de emprego
		8611	Língua alemã - vendas	8600	Competências empreendedoras e técnicas de procura de emprego
		8612	Língua espanhola - vendas	9854	Comercialização de crédito hipotecário
		9855	Comercialização de crédito aos consumidores	9855	Comercialização de crédito aos consumidores
		9856	Introdução à utilização e proteção dos dados pessoais	9856	Introdução à utilização e proteção dos dados pessoais
		10672	Introdução à utilização e proteção dos dados pessoais	10672	Introdução à utilização e proteção dos dados pessoais
		10746	Segurança e Saúde no Trabalho - situações epidémicas/pandémicas	10746	Segurança e Saúde no Trabalho - situações epidémicas/pandémicas
		10759	Teletrabalho	10759	Teletrabalho



# - Dessimination Plan

13 Dezembro 2020



## Dissemination plan



### Example

#### Details

Content based on transnational meeting of (date, country): november 2020 Portugal

Country: The Netherlands

Partner: Graafschap College

# Dissemination plan Example!!

#### Dissemination plan – *during* the transnational meeting

What	Marketing through Europe
Why	Informing our target group about the project and its transnational meeting.
When	20.11-124.1.2020 Portugal
Who	Micro and meso levels: teachers, students, partners of Graafschap College
How	Graafschap College social media accounts: Instagram, Facebook and website

What	Marketing through Europe
Why	Informing our project partners about the dissemination done in Doetinchem (Graafschap College)
When	20.11-124.1.2020 Portugal
Who	Partners of other schools and stakeholders who are involved in the programme
How	Newsletter and website



## Dissemination plan – after the KA2-project



What	Marketing through Europe
Why	Informing our target group about the project and its outcomes. Teachers, students
When	Next meeting after the project
Who	Network of loco companies who are involved
How	Presentation in the next meeting after the project, website Graafschap College, website marketing through Europe

What	Marketing through Europe
Why	Informing our target group about the project and its outcomes.
When	September 2022
Who	Partners in the project (de Steck, smart-hub Achterhoek
How	Posting a newsletter on website de Steck and smart-hub Achterhoek

What	Marketing through Europe
Why	Informing our target group about the project and its outcomes.
When	In the autumn 2022
Who	People who are interested in the subject
How	Article on a newspaper

Meeting 17 Dezembro 2020

## **MEETING AGENDA**

### **ONLINE meetings**

17 DEC 2020: 4.00 pm to 6.00 pm (Finnish time)

12 JAN 2021: 4.00 pm to 6.00 pm (Finnish time)

MS Teams

# **MaTE**

**Marketing through Europe**

# What next? Discussion:

## IOI – Investigative research

**EMPIRICAL LEVEL:** What are the skills, knowledge, attributes needed from marketing (communications) assistants / employees handling marketing tasks

- Do we already have existing surveys at hand? Examples of questions that could be used?
- Do we have data sources available?
- These both could be good for background information.

### DESK INVESTIGATION

- Analysis of the marketing / marketing competence requirements in national qualifications will be researched and reported. How can we proceed on this?  
E.g. in Finland we are planning on gathering information from at least the vocational qualification for business, three units are dealing with marketing competence requirements.

see: <https://eperusteet.opintopolku.fi/#/en/esitys/3855077/reformi/tiedot>

- **Suggestion:** Each partner reports on these questions, deadline next meetings – December and January e.g. a list of internet sites of available data sources, existing surveys in English (e.g. previous projects) & how you will proceed on analyzing the marketing competence requirements in national qualifications.

Meeting 17 Dezembro 2020

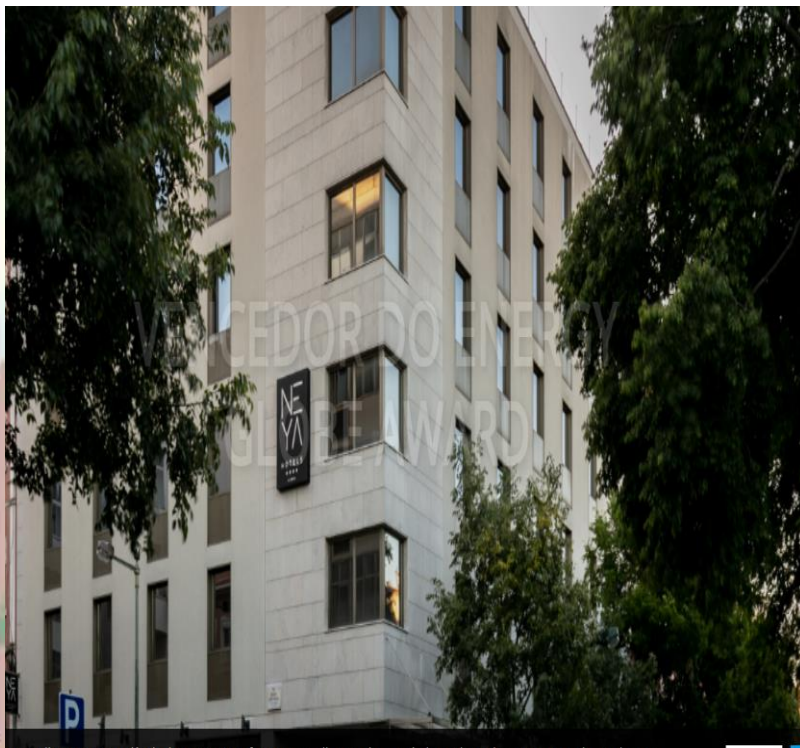
**INETE**  
**associated partners**





Standing out as a national leader for 40 years, SORISA SA is the largest and oldest company operating in Portugal in the business market of aesthetics, health, physiotherapy, fitness and well-being, topping the list of essential references in the sectors where it operates .





## Main Available services :



Day Spa with various massage rituals, holistic therapies and jacuzzi;



Eco Meetings, with full support for the organization.



Bicycles for guests to explore the city, free and ecological way;



Free app with georeferenced routes, events and points of interest in the city of Lisbon;



Author's Portuguese cuisine restaurant including options for restrictive diets.

NEYA Lisboa Hotel is a urban and sustainable hotel located in a central and quiet area of the city of Lisbon and with easy and quick access to the busiest areas.

Adressed to city breaks or business trips. With contemporary architecture, it presents cozy spaces designed for a deep rest



Productized organizes different activities with the intention to boost the product community around the world. It was created by professionals from the engineering and design space, with a history of co-founding several pioneering projects in Portugal such as TEDx, Beta-i, Startup Weekend and Silicon Valley comes to Lisbon.



### **COURSES**

Getting into Product Management Online. Learn through high-quality videos, engaging lessons, hands-on activities, and sharing insights.



### **CONSULTANCY**

Design sprints, coaching for startups and product people, product management



### **CONFERENCE**

During 3 full days of workshops and talks, product related professionals discuss and share insights on how to build great products together.

New Vision Develops and produces intelligent systems for service solutions, in order to avoid queues, large flows of people and indeterminate waiting times, providing its customers kiosks, dispensers and intelligent software.

Newvision is working to reduce consumer waiting times.





a **TopChallenge** é um grupo português que gere várias PowerBrands em Portugal e que se está a internacionalizar para outros mercados, conta atualmente com mais de 800 colaboradores em dois continentes, 140 pontos de venda e continua em expansão.

**Accessorize** – Acessórios e moda

**Mr. Blue** – Pronto a Vestir, moda

**MForce** – Oficinas auto

**Inglot** – Cosmética

**Mark Bellucci** – Sapatos de estilo

Mr. Blue



**mForce**

INGLOT

ACCESSORIZE

MARK BELLUCCI

18

Meeting 17 Dezembro 2020

**INETE**

**IO1 Desk investigation level**

# Marketing competence requirements in national qualifications

→ We are planning to gather this information from the two vocational qualifications below:

Educational area	Qualification
Trade	Marketing technician
Management and administration	Business Administrative

These two qualifications deal with marketing competences and will be the base for common analysis/comparison

# Marketing competence requirements in national qualifications

## ➔ Resume of Current information structure in national qualifications

<b>1 - Professional profile</b>	Activities - 6 items associated with the qualifications at the end of course,  Competencies – 3 items: knowledge, technical know-how and soft skills to perform the activities.
<b>2 - Training referential</b>	Basic and technological training component, organized by short-term training units
<b>3 - Competence assessment instruments Referential</b>	Set of assessment instruments for use in the processes of recognition, validation and certification of professional skills.



# Marketing competence requirements in national qualifications

## Professional profile (Business Administrative)

### Main activities summary

- Apply the concepts and functions of the company, particularly its organization;
- Use management techniques and levels; functional management techniques: human resources, logistics and commercial / Marketing;
- Identify techniques for planning and controlling quality production, interpreting the best options for manufacturing and managing operations;
- Identify the objectives of the financial function; analyzing and interpreting accounting documents; economic and financial analysis based on analysis methods and techniques;
- Use marketing and market concepts, applying market research techniques; characterize the phases of a product's life cycle and resort to the actions “above the line” and “below the line”;
- Apply the “swot” analysis and characterize and develop a marketing-mix strategy;

# Marketing competence requirements in national qualifications

## Professional profile (Marketing technician)

### Main activities summary

- Collaborate to develop the marketing plan of the company, as well as in planning and implementing actions One-off marketing, namely collecting and organizing the elements necessary for its execution;
- Operationalize the company's Marketing Mix policies by performing tasks related to the analysis of sales, prices and products;
- Operationalize the company's communication policies, namely by contacting customers, suppliers or other entities directly or indirectly linked to the company's activity;
- Operationalize the product presentation policies at the point of sale;
- Collaborate in the definition of customer service, monitoring and loyalty policies;
- Collaborate in the preparation and implementation of market studies.

Meeting 12 Janeiro 2021

# INETE

## IO1 Desk investigation

**Empirical level**

# National qualifications of partners countries

Core competencies clusters	Country	   
Core competences		
<b>Marketing strategy and tactics</b>	PT PT PT	Collaborate to develop the marketing plan of the company, Support the planning and implementation of marketing actions Operationalize the company's Marketing Mix policies
<b>Communication</b>	NL PT NL FI FI FI FI PT	Assists in setting up operational plans for carrying out marketing & communication policy Operationalize the company's communication policies Manages online & offline marketing & communication activities Plan marketing communications and content production Implement goal-oriented solutions in marketing communications Produce multi-channel content and online visibility Monitor the effectiveness and impact of communication Operationalize the point of sale activities
<b>Customer management</b>	PT FI FI FI FI	Collaborate in the definition of customer policies tracking Students prepare for sales situations according to the sales targets. Student contacts customers and survey the customer's needs Students offer and sells suitable products or service solutions to the customer. Students manage the follow-up actions
<b>Market studies</b>	PT NL NL	Collaborate in the preparation and implementation of market studies. Assists in market research Assists in providing corporate information

# Skills to be researched - Categories

- 1
  - 1.1. MKT Skills - Analysis and diagnosis
  - 1.1. MKT Skills - Goal setting
  - 1.1. MKT Skills - Strategy and Policies
  - 1.1. MKT Skills - Operational marketing
- 2 Numeracy skills
- 3 IT skills
- 4 Written Communication Skills
- 5 Oral Communication Skills
- 6 Problem Solving Skills
- 7 Comprehension of Business Processes
- 8 interpersonal and other personal Skills

# Skills to be researched - Categories

1

## MKT Skills

### **1.1 Analysis and diagnosis**

- Analyse the organisation's marketing environment
- Identify opportunities, threats, strengths and weaknesses
- Analyze the market and identify market segments
- Identify competition and related strengths and weaknesses
- Analyze consumer behavior
- identify costumers and related needs
- Design & evaluate questionnaires and surveys
- Evaluate and analyse market research data
- ...

### **1.2 Goal setting**

- Prepare sales forecasts
- Construct measurable objectives for marketing communication
- ...

1

## MKT Skills (cont)

### **1.3 Marketing strategy and policies**

- Define the suitable market segments and target groups to be cover
- Develop a product positioning strategy
- Develop a marketing-mix strategy;
- Set pricing policies
- Construct a marketing communication strategy
- Construct a Digital marketing communication strategy
- Construct a Point of sales activities strategy
- Construct a strategic marketing plan

### **1.4 Operational marketing**

- Produce multi-channel content and online visibility
- Use different methods and channels of marketing communications diversely
- Operationalize the point of sale activities
- Interface with costumers and survey related needs
- Execute marketing campaigns
- Manage online & offline marketing & communication activities
- Create reports on marketing performance
- Monitor the effectiveness and impact of communication

# Skills to be researched - Continuing

## **2 Numeracy skills**

Basic mathematics and statistics

## **3 IT skills**

Excel

Power point

Word

CRM software

...

## **4 Written Communication Skills**

Literacy: spelling and grammar

Business language and expression

Organisation, thought and logical structure

...

## **5 Oral Communication Skills**

Presentation skills

Business language and expression

Negotiating and persuading

Informal work-related discussions

Giving feedback

Meeting skills

## **6 Problem Solving Skills**

Problem identification

Creative and critical thinking

## **7 Comprehension of Business Processes**

Management

Accounting and finance

Legal and regulatory

Business ethics

## **8 interpersonal and other personal Skills**

Resiliency

Flexibility

Working cooperatively within a group

Results orientation

Innovation

Creativity

# Skills to be researched - Continuing

## 8 Other interpersonal and other personal Skills

Entrepreneurial skills  
Leadership skills  
Self-development  
Work experience  
Career involvement  
Independence  
Commitment  
Personal presentation  
Positive self-esteem

## 8 Other interpersonal and other personal Skills

Balance in work and home life  
Ability to deal with pressure  
Motivation  
Stress management  
Time management  
Conflict resolution  
Networking  
Building relationships  
Listening, understanding and empathising  
Initiative



Meeting 24 Fevereiro 2021

# **Skill's ratings**

## **Key points INETE -Portugal**

# Portugal key points – Soft skills

<b><u>SOFT SKILLS</u></b> ( Based on NQ )	<b>Rate (1-10)</b>
Team working	10
Capability to solve problems	10
Empathy	10
Flexibility	10
Goal-oriented	10
Resilience	9

**Our Top six skills (based on NQ)**

<b><u>OTHER SKILLS</u></b> Other skills requested by companies	<b>Rate (1-10)</b>
---	------------------------

## **Communication Skills (written and oral)**

Negotiation and persuasion skills	9
Presentation skills	9
Logical and structure thought	9
Business language and expression	6

## **Comprehension of Business Processes**

Business ethics	8
Accounting and finance	8
Management	8

## **IT skills**

MS office	7
Database analysis	7
Social media	5

## **Numeracy skills**

Calculate indicators	9
----------------------	---

**Other skills required by companies**

# Portugal key points – Marketing skills

→ Synthesis based on country vocational qualifications in Business and Marketing



	<b>Marketing SKILLS</b> ( Synthesis of NQ in business and marketing)	<b>RATE</b> (1 - 10)
<b>PERFORM ANALYSIS &amp; DIAGNOSIS</b>	Analyze the organization's external and internal environment	10
	Design & evaluate questionnaires and surveys	8
<b>SET MARKETING STRATEGIES &amp; POLICIES</b>	Develop marketing strategies and marketing mix policies	10
<b>PREPARE and PLAN MARKETING &amp; COMMUNICATION</b>	Take part in carry out the company marketing plan	
	Take part in setting up operational plans for carrying out marketing & communication policy	10
	Know products and services	8
<b>OPERATE &amp; DO</b>	Manages online & offline marketing & communication activities	10
	Produce marketing communications content	7
	Implement communication on different channels	10
	Carry out and manage point of sales activities	6
	Identify customer needs	10
<b>MONITOR &amp; MANAGE FOLLOW-UP ACTIONS</b>	Prepare and analyze reports of sales, prices and product performance	10
	Develop and analyze customer databases	10
	Carry-out agreed follow-up actions	10
	Take advantage of digital marketing analytics tools	6

Meeting 24 Fevereiro 2021

# **Skill's ratings Partner countries**

# I - Marketing skills

**Crossing of core competencies based on Partners Countries NQ, made available on TEAMS after the last meeting on January 12th**



COUNTRY				Marketing SKILLS (NQ)	Rating by country				Total rate
PT	NL	FI	HU		PT	NL	FI	HU	
				<b>PERFORM ANALYSIS &amp; DIAGNOSIS</b>					
X				Analyze the organization's external and internal environment	10	8	8	10	36
			X	Searching information and analyze data	6	10	5	10	31
X	X		X	Design & evaluate questionnaires and surveys	8	10	5	10	33
				<b>SET MARKETING STRATEGIES &amp; POLICIES</b>					
X			X	Develop marketing strategies and marketing mix policies	10	10	4	7	31
				<b>PREPARE and PLAN MARKETING &amp; COMMUNICATION</b>					
X				Take part in carry out the company marketing plan	6	8	8		22
X	X	X	X	Take part in setting up operational plans for carrying out marketing & communication policy	10	10	8	10	38
		X		Prepare budget for marketing communications plans	7	8	7	10	32
		X		Know products and services	8	8	9	10	35
		X		Take care of tidiness and visual appearance operating environment	5	9	9	9	32
				<b>OPERATE &amp; DO</b>					
X	X	X		Manages online & offline marketing & communication activities	10	10	8	10	38
		X		Produce marketing communications content	7	10	8	10	35
		X		Implement communication on different channels	10	8	7	9	34
X				Carry out and manage point of sales activities	6	7	5	10	28
		X	X	Identify customer needs	10	10	7	10	37
		X		Contact & serve customers & close the sale	6	7	9	10	32
	X			Assists in providing corporate information	7	10	4	10	31
				<b>MONITOR &amp; MANAGE FOLLOW-UP ACTIONS</b>					
X				Prepare and analyze reports of sales, prices and product performance	10	7	4	10	31
		X		Acquire information about the effectiveness and efficiency of marketing actions	8	7	6	10	31
X				Develop and analyze customer databases	10	10	4	7	31
		X		Know how to handle customer feedback & complaints	7	10	9	10	36
		X		Carry-out agreed follow-up actions	10	7	8	8	33
		X		Take advantage of digital marketing analytics tools	6	10	6	8	30

## Discussion:

Criteria selection for items to be researched in empirical level ?

1) Reduce items till Max ... per category , according highest rate

2) Consider countries cross items

3) combine and synthesize items

4) Other criteria

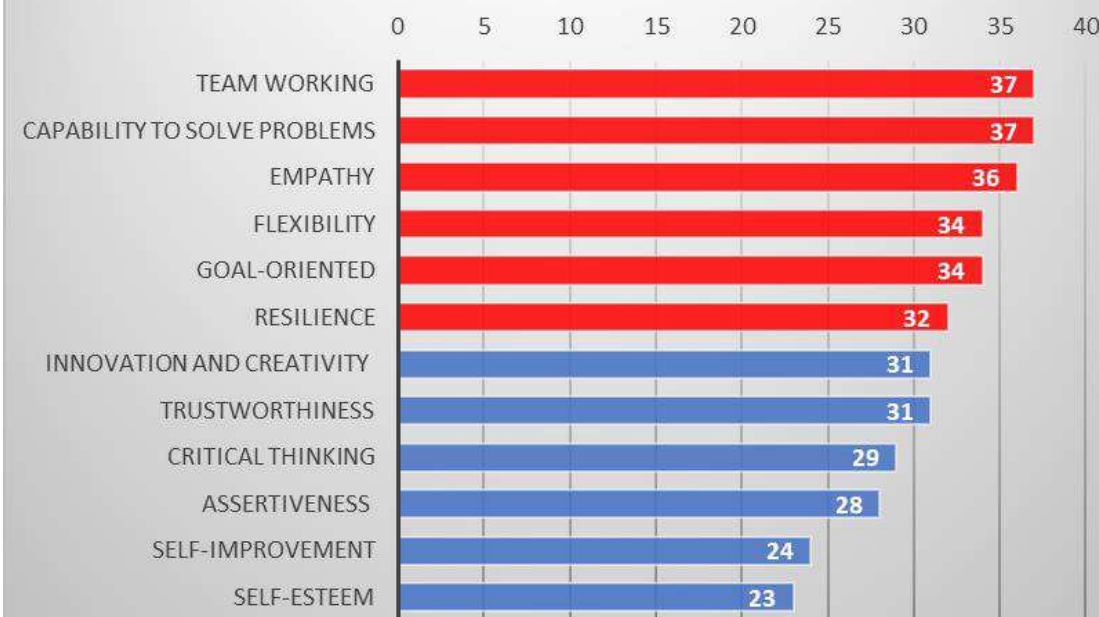
# II - Soft skills (Based on NQ of partner countries)

**Table 1 : SOFT SKILLS**

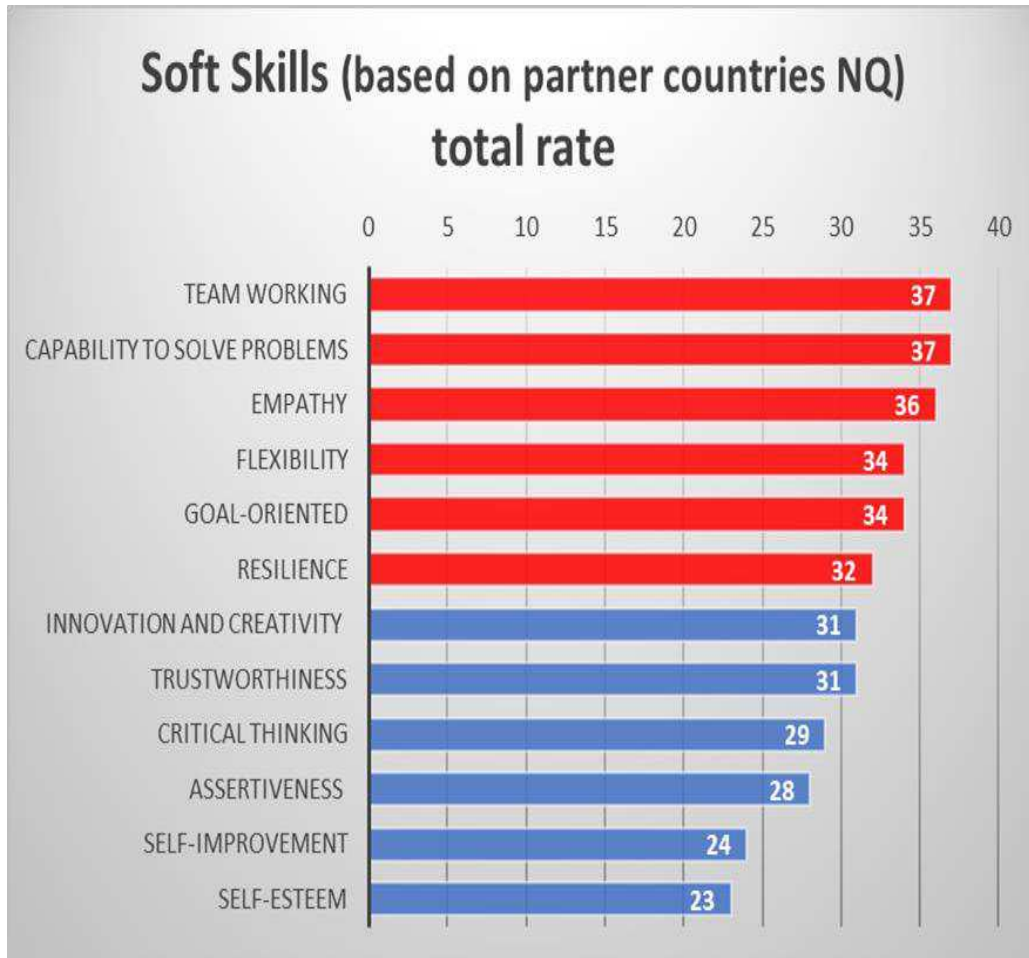
(Based on Partners Countries national qualifications)

COUNTRY				Soft skills	Rating by country				Total rate
PT	NL	FI	HU		PT	NL	FI	HU	
X			X	Team working	10	10	9	8	37
X	X			Capability to solve problems	10	9	8	10	37
X	X			Empathy	10	10	8	8	36
X				Flexibility	10	5	9	10	34
			X	Goal-oriented	10	7	7	10	34
	X			Resilience	9	9	4	10	32
X			X	Innovation and creativity	7	10	4	10	31
	X			Trustworthiness	4	10	10	7	31
X				Critical thinking	8	7	4	10	29
	X		X	Assertiveness	5	10	4	9	28
X			X	Self-improvement	6	4	4	10	24
	X			Self-esteem	4	8	4	7	23

**Soft Skills (based on partner countries NQ)  
total rate**



# II - Soft skills (Based on NQ of partner countries)



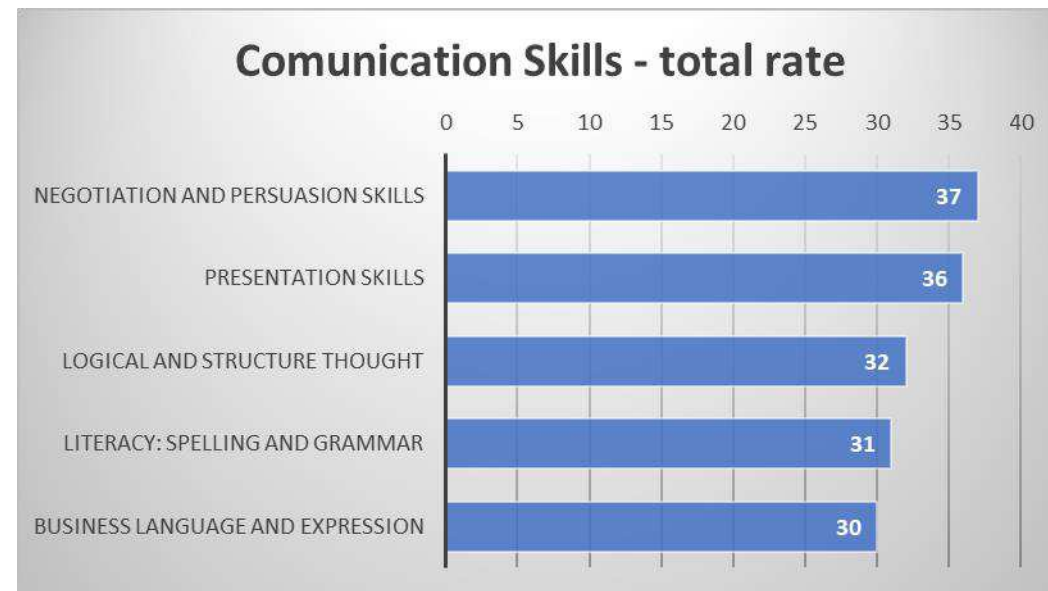
## Partner countries proposals:

NETHERLANDS proposals	
Soft skills	NL
proactive	8
work accurate	8
ability to organize	7
Consumer and/or target oriented	7
ability to convince, persue and influence	6
able to reflect	5

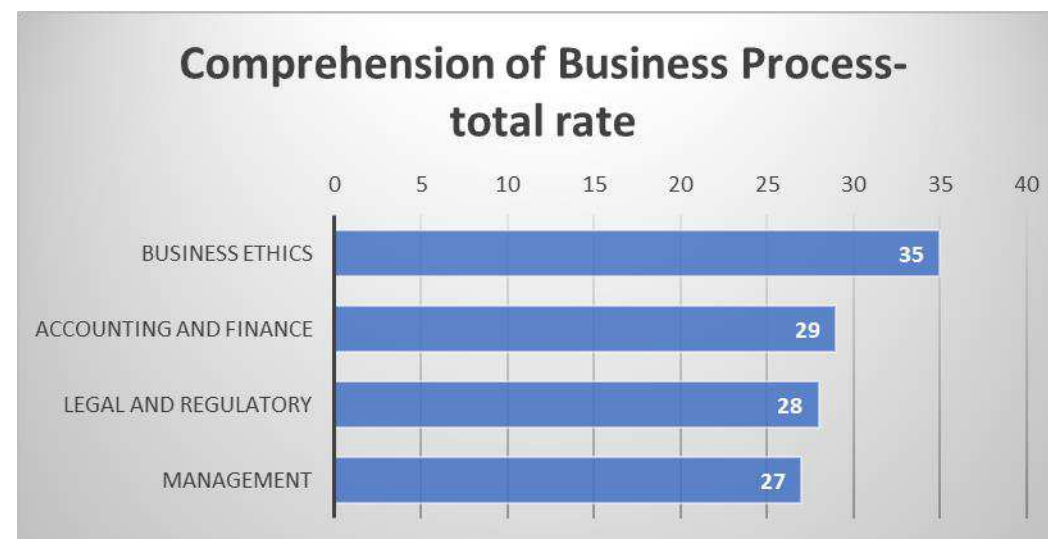
FILAND Other proposals (replace some soft skills)		
Soft skills	FL	Instead of:
Communication and interaction (discussion, social, active listening etc.)	10	
x Developing competence	9	Self-improvement
x Entrepreneurial mindset	9	Innovation & creativity
Sharing competence	9	
x Adaptability	8	Resilience

# III - Other Soft skills (not present on NQ)

Communication Skills (written and oral)	Rating by country				Total rate
	PT	NL	FI	HU	
Negotiation and persuasion skills	9	9	10	9	37
Presentation skills	9	8	9	10	36
Logical and structure thought	9	7	6	10	32
Literacy: spelling and grammar	6	7	8	10	31
Business language and expression	6	10	5	9	30



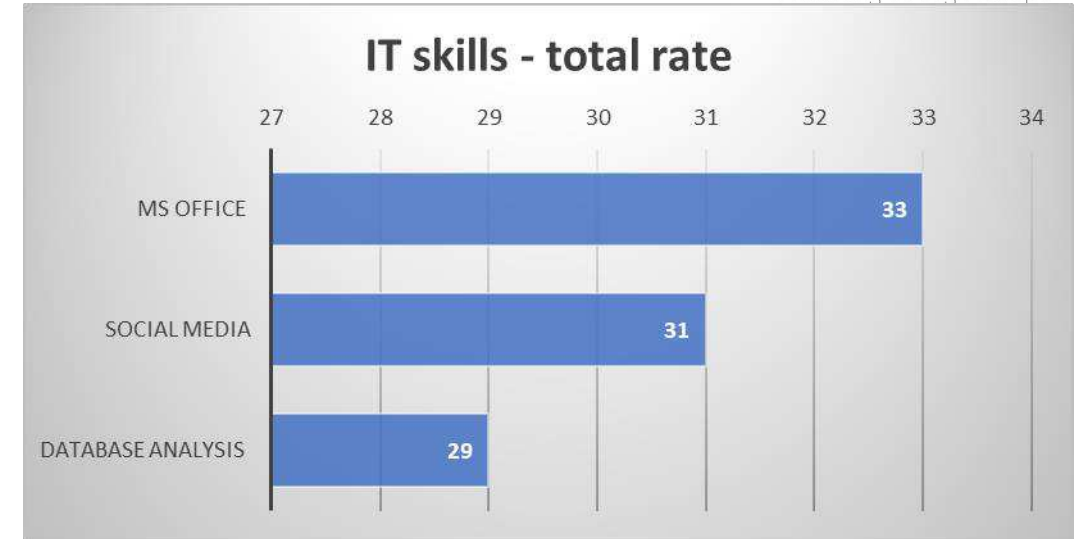
Comprehension of Business Processes	Rating by country				Total rate
	PT	NL	FI	HU	
Business ethics	8	10	7	10	35
Accounting and finance	8	5	6	10	29
Legal and regulatory	6	5	7	10	28
Management	8	7	4	8	27



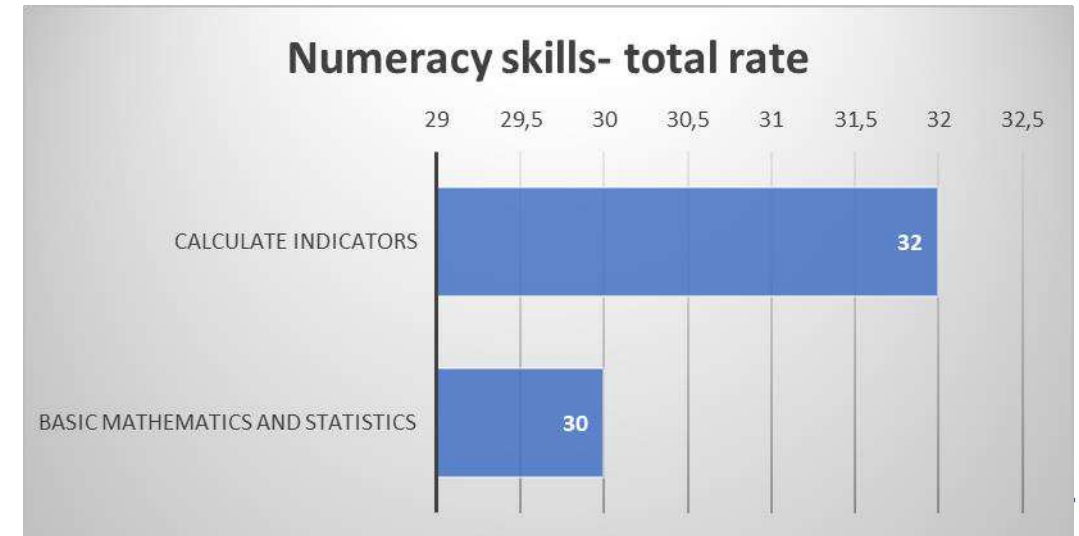


# III - Other Soft skills (not present on NQ)

IT skills	Rating by country				Total rate
	PT	NL	FI	HU	
MS office	7	7	9	10	33
Social media	5	7	9	10	31
Database analysis	7	7	6	9	29



Numeracy skills	Rating by country				Total rate
	PT	NL	FI	HU	
Calculate indicators	9	7	6	10	32
Basic mathematics and statistics	5	7	8	10	30



# Survey Design - Example

## Survey design Porposal :

- **Scale of importance 1 to 5**
  - These kind of questions allows a more objective analysis
- **Open questions**
  - maximum 1-2

Below is a list of a wide range of competences and soft skills that marketers would be expected to exhibit.

Please rate how important you believe each item to be:

1	2	3	4	5
Not at all important	Slightly important	important	Fairly important	very important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any other comments you wish to make (optional):

Meeting 24 Março 2021

# Questionnaire draft

# Questionnaire assumptions :

(Based on partner countries opinions on last meeting)

- Questionnaire time response 5-10 minutes
- 3 question categories (Soft skills, MKT skills, Other Skills)
- Total questions approx. 25
- 10 Soft skills NQ (TOP 10 rated by partner countries)
- 7 Marketing skills NQ (rated >35 by partner countries)
- 4 Other soft skills (rated >35 by partner countries)
- 2 Open questions

Meeting 24 Março 2021

# Questionnaire draft

**INETE proposal  
(under discussion)**

# Missing points to be discussed:

- ➔ Questionnaire design improvement by partner countries
- ➔ Content of introduction text  
(who is promoting the survey, objectives of the survey, etc. )
- ➔ Respondent ID questions  
(See proposal in the questionnaire draft)
- ➔ Platform to be used for questionnaire ???

# Questionnaire assumptions :

(Based on partner countries opinions on last meeting)

Country	Open questions: Country partners proposals
FI	What other soft skills/marketing skills are important to you?
	Is there something else that you would like to tell us regarding soft skills and/or general skills? (e.g. some skills that are important but were not mentioned in the ratings)
	Is there something else that you would like to tell us regarding marketing skills? (e.g. some skills that are important but were not mentioned in the ratings)
NL	What is the most important soft skill for you that you pay attention to when selecting a new employee?
	Which soft skill do you think is the most important thing to have for marketing employees?
PT	What other soft skills/marketing skills you think are important , to tell us?
	Would you like to add other soft skills/marketing skills, which you consider to be important in a marketer?

# Questionnaire draft

Below is a list of Soft skills and marketing skills that marketers are expected to exhibit.  
Please rate how important you believe each item is, considering the reality of your company:

## Soft Skills

	Not at all important	Slightly important	important	Fairly important	Very important
Team working	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capability to solve problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Empathy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flexibility (adaptability; ability to adapt to different situations)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Goal-oriented (sets goals and works to achieve them )	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resilience (ability to overcome obstacles and resist to the pressure of adverse situations )	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Innovation and creativity (entrepreneurial mindset)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trustworthiness (confiability)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Critical thinking (ability to analyze)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assertiveness (self-assured, effective and efficient)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Would you like to add other soft skills, which you consider to be important in a marketer?

**SOFT  
Skills?**





# Questionnaire draft

## Marketing Skills

	Not at all important	Slightly important	important	Fairly important	Very important
Analyze the organization's external and internal environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take part in operational plans of marketing & communication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Know products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manages online & offline marketing & communication activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Produce marketing communications content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Identify customer needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Know how to handle customer feedback & complaints	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Would you like to add other marketing skills, which you consider to be important in a marketer?

**MKT  
Skills?**



Erasmus+

# Questionnaire draft

## Other Skills

	Not at all important	Slightly important	important	Fairly important	Very important
Negotiation and persuasion skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentation skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business ethics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IT skills (MS office, social media, Database analysis)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any other comments you wish to make :

**OTHR  
Skills?**



Erasmus+

# Questionnaire draft



Please tell us about your organization:

---

Company name?

what is your company's business area ?

what is your role in the company ?

Country in which you work ?

Company dimension:

Number of employees

☐ <10

☐ <50

☐ <250

Turnover

☐ Micro : <2M€

☐ Small: < 10M€

☐ Medium: <50M€

ID  
Questions?



Erasmus+

# Intellectual Output MaTE



Versão Final em Inglês  
apresentada aos parceiros  
internacionais em 5 Abril  
2021

## **IO1 QUESTIONNAIRE**

**for company/organisation representatives**

**MaTE**  
Marketing through Europe



# Intellectual Output timesheet MaTE

O1: Investigative research - time estimation				Days calculation														
Working days (26/2)		Teresa	João		Teresa	João	total											
International Online meeting /MaTe project		50%	50%	100%	2,93	2,93	9,29											
Team meeting (INETE)		50%	50%	100%	1,71	1,71												
Desk research and reporting+ Meetings with companies		70%	30%	100%	11,70	5,01	16,71											
					26,00													

# Intellectual Output MaTE

**Em relação às próximas tarefas o calendário é o seguinte:**

- 1) Até 23 de abril : enviar para a Jonna o questionário traduzido para português
- 2) 29 abril reunião MaTe (Jonna) : Verificação do questionário webropol
- 3) Entre 30 de abril e fim de maio (ou 1ª semana junho): questionários respondidos pelas empresas parceiras
- 4) 3 junho reunião MaTe (Jonna)