

EASEWE - 2020-1-IT02-KA227-ADU-095426

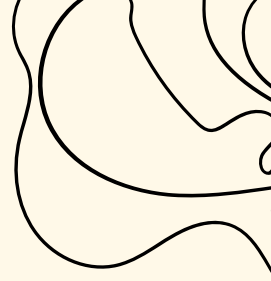
# CULTURE AND ART WORKERS AND PANDEMIC

COMPENDIUM ON BEST PRACTICES



Erasmus+

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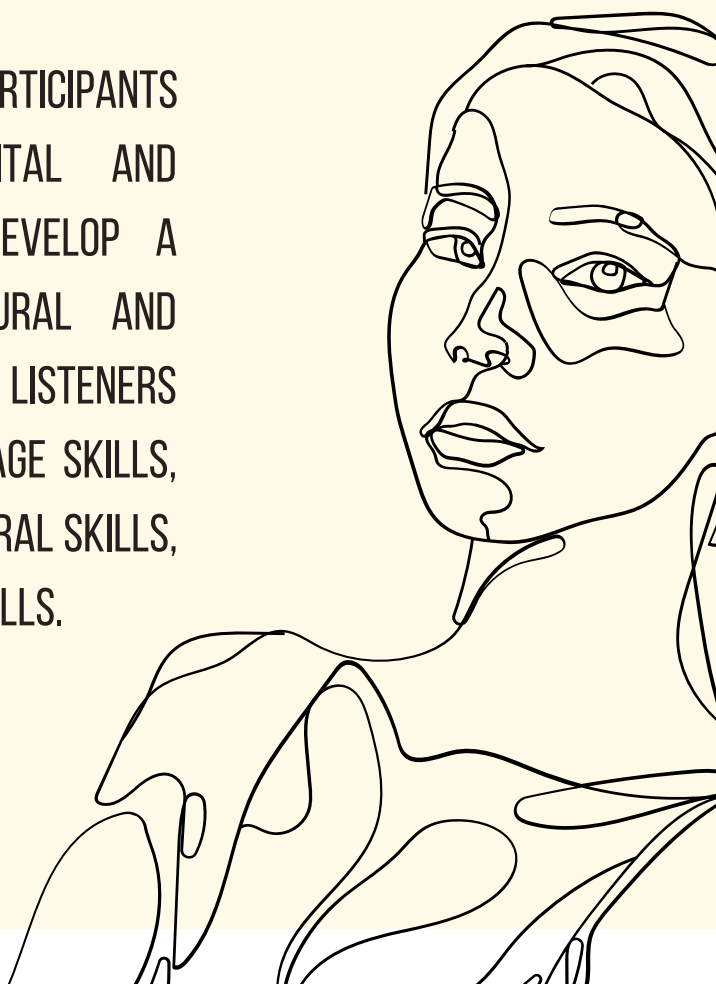
# MODULE 1: INTRODUCTION AND COACHING

## UNIT 1 - INTRODUCTION

THE MAIN REASON BEHIND THIS COURSE IS TO PROVIDE ALL ATTENDEES WITH THE BASIC KNOWLEDGE THAT MAY HELP THEM TO CONFRONT THEIR OWN BUSINESS PROJECTS, FOCUSED ON THE FIELD OF ARTS AND CREATIVITY.

THIS COURSE AIMS TO HELP THE ATTENDEES TO IMPROVE AND GAIN CERTAIN SKILLS AND TRAIN THEM IN A TRANSVERSAL WAY, SO THEY CAN ADAPT MUCH OF THIS KNOWLEDGE TO NUMEROUS FIELDS, EVEN TO THEIR DAILY ROUTINE AND TO THE DIFFERENT PROCESSES OF THEIR BUSINESS.

THIS TRAINING WILL PROVIDE PARTICIPANTS WITH THE APPROPRIATE DIGITAL AND ENTREPRENEURIAL TOOLS TO DEVELOP A BUSINESS IDEA IN THE CULTURAL AND CREATIVE FIELD. IT WILL HELP ALL LISTENERS TO DEVELOP SOFT SKILLS, LANGUAGE SKILLS, TEAMWORK SKILLS OR INTERCULTURAL SKILLS, AMONG OTHERS, LIKE FINANCIAL SKILLS.



THE TUTORIAL AIMS TO TRAIN ATTENDEES WITH A HIGH LEVEL OF ENTREPRENEURIAL KNOWLEDGE AND IMPROVE THEIR OWN SKILLS. IT ALSO AIMS TO PROVIDE THEM WITH THE ATTITUDES OF A BUSINESSWOMAN AND SUPPORT COMMUNICATION BETWEEN THEM. THIS WOULD BE A GREAT WAY TO CONTINUE LEARNING AND ENRICH PARTICIPATION.

THIS WILL BE A BLENDED TRAINING COURSE, WHICH MEANS THAT IT INCLUDES A FRONTAL TRAINING IN THE CLASSROOM AND AN ONLINE TRAINING AS WELL. BESIDES PROJECT WORK THAT INCLUDES AN INDIVIDUAL DEVELOPMENT OF THE BUSINESS PLAN.

THROUGHOUT THIS COURSE, WE WILL DISCUSS DIFFERENT TOPICS THAT ARE INVOLVED WHEN SETTING UP A BUSINESS. IT IS DIVIDED INTO SEVERAL DIFFERENT ISSUES. ALL OF THEM ARE CRUCIAL IF WE WANT TO LAUNCH OUR OWN BUSINESS PROJECT.



THROUGHOUT THIS COURSE, WE WILL DISCUSS DIFFERENT TOPICS THAT ARE INVOLVED WHEN SETTING UP A BUSINESS. IT IS DIVIDED INTO SEVERAL DIFFERENT ISSUES. ALL OF THEM ARE CRUCIAL IF WE WANT TO LAUNCH OUR OWN BUSINESS PROJECT.

- COMPUTER LITERACY: BASIC THINGS ABOUT COMPUTING, INTRODUCTION TO THE OFFICE TOOLS OR SOCIAL PLATFORMS. WE WILL ALSO TALK ABOUT THE INFORMATION RESEARCH AND THE USE OF THE WEB-BROWSERS.
- ANALYSIS AND DESCRIPTION OF DIGITAL COMMUNICATION TOOLS FOR PROMOTION: DIGITAL MARKETING AND ITS IMPACT (PRODUCTION OF DIGITAL CONTENTS, DISTANCE MEETINGS AND INSTANT MESSAGING PLATFORMS OR DATA SHARING TOOLS).
- SECURITY TOOLS FOR DIGITAL ACTIVITIES, LIKE SECURE PAYMENTS AND DATA PROTECTION, ONLINE CONSUMER RIGHTS...
- MARKETS OF CULTURE AND CREATIVITY, PAYING ATTENTION TO THE ACTUAL SITUATION OF THE CULTURAL AND CREATIVE MARKET. WE WILL TALK AND ANALYZE THE CURRENT MARKET CONTEXT AT LOCAL LEVEL IN ORDER TO HELP YOU MARK THE DIFFERENCE. WE WILL POINT OUT THE IMPORTANCE AND THE NEED TO BE INNOVATIVE AND THE DIFFERENT FORMS OF COLLABORATIONS.
- ONLINE AND OFFLINE COMMUNICATION IN CULTURAL AND CREATIVE FIELDS. WHAT DO THEY MEAN? ARE THEY FOCUSED ON THE SAME AUDIENCE?

- HOW TO RUN A BUSINESS AND THE REGULATION FOR START-UPS. WE WILL PAY ATTENTION TO COPYRIGHT AND INTELLECTUAL PROPERTY AS WELL AS OTHER REGULATION CHANGES THAT COVID-19 MAY HAVE CAUSED.
- BUSINESS MODEL AND ITS IMPORTANCE. IN THIS UNIT WE WILL DEVELOP WHAT A BUSINESS MODEL IS. WE WILL TALK ABOUT THE VALUE PROPOSITION AND THE BUSINESS MODEL CANVAS AND HOW IT CAN HELP US TO GET TO OUR GOALS.
- COMPONENTS OF THE SOCIAL ENTREPRENEURSHIP MODEL.
- FINANCING INSTRUMENTS AND DIFFERENT TYPES OF FINANCE FOR OUR BUSINESS IDEA.

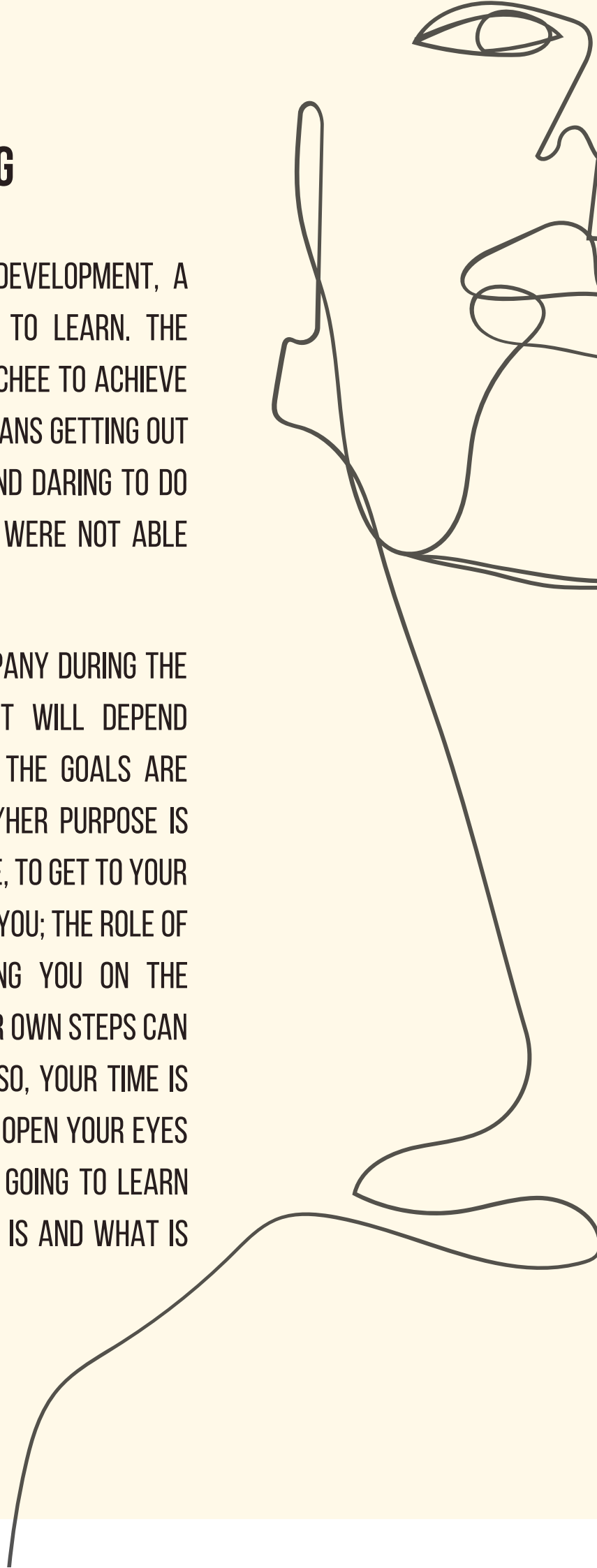
RIGHT AFTER WE COMPLETE THE WHOLE TRAINING, ATTENDEES WILL BE ABLE TO DEVELOP THEIR OWN BUSINESS PLAN AND STRATEGY. IT WILL GIVE THEM DIFFERENT CLUES TO UNDERSTAND HOW THE BUSINESS WORLD WORKS AND HOW TO APPROACH IT.



## UNIT 2 – COACHING

COACHING IS A FORM OF DEVELOPMENT, A WAY OF HELPING OTHERS TO LEARN. THE COACH WILL LEAD THE COACHEE TO ACHIEVE HIS/HER GOALS. IT ALSO MEANS GETTING OUT OF YOUR COMFORT ZONE AND DARING TO DO THINGS YOU THOUGHT YOU WERE NOT ABLE TO COMPLETE.

THIS MENTOR WILL ACCOMPANY DURING THE LEARNING PROCESS BUT IT WILL DEPEND ONLY ON THE COACHEE IF THE GOALS ARE CORRECTLY ACHIEVED. HIS/HER PURPOSE IS HELPING YOU, AS A COACHEE, TO GET TO YOUR OBJECTIVES, NOT CLAPPING YOU; THE ROLE OF EVERY COACH IS DIRECTING YOU ON THE RIGHT PATH, BUT ONLY YOUR OWN STEPS CAN FOLLOW YOU TO SUCCEED. SO, YOUR TIME IS HERE, BREATH DEEPLY AND OPEN YOUR EYES AND MIND AS WE ALL ARE GOING TO LEARN HOW THE BUSINESS WORLD IS AND WHAT IS NEEDED TO SUCCEED.

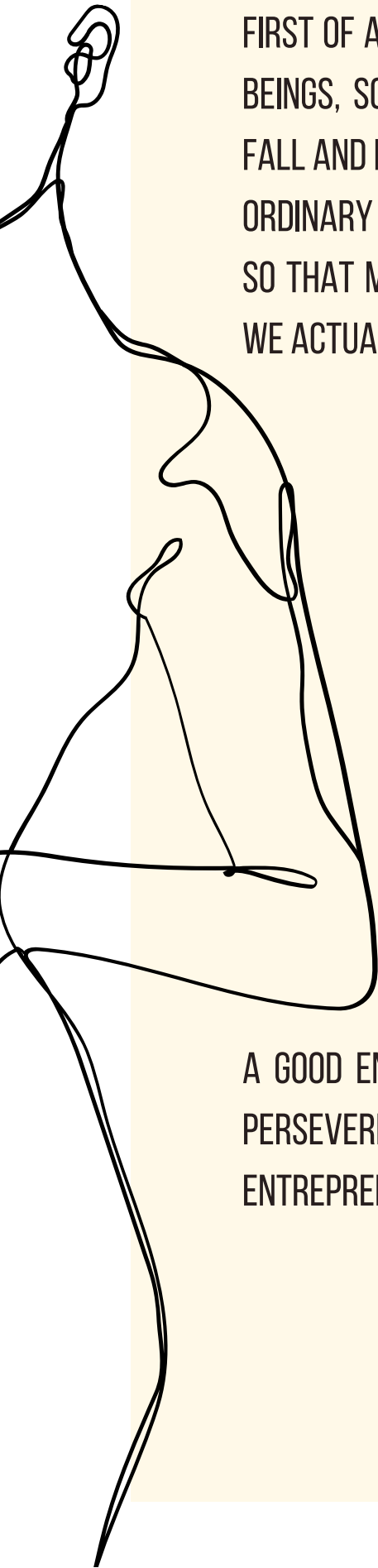


## 2.1. “NON CHI COMINCIA MA QUEL CHE PERSEVERA”

FIRST OF ALL, WE NEED TO KNOW THAT ALL ENTREPRENEURS ARE HUMAN BEINGS, SO THIS MEANS THAT THEY ALSO MAKE MISTAKES. THEY ALSO FALL AND FAIL. THE DIFFERENCE BETWEEN A GOOD ENTREPRENEUR AND AN ORDINARY SELLER IS THAT THE FIRST GROUP ALWAYS KEEPS ON FIGHTING. SO THAT MEANS THAT ATTITUDE IS MUCH MORE IMPORTANT THAN WHAT WE ACTUALLY THOUGHT.

THE NAME OF THIS CHAPTER COMES FROM THE MOTTO OF THE AMERIGO VESPUCCI, A TALL SHIP OF THE ITALIAN NAVY (THIS SENTENCE IS ATTRIBUTED TO THE ICONIC LEONARDO DA VINCI). IT REMINDS US ABOUT THE COMMITMENT, THE COURAGE AND TENACITY IN MOVING FORWARD IN DIFFICULT TIMES. OUR ATTITUDE MEANS SO MUCH! IT IS VERY IMPORTANT TO FACE A NEW PROJECT WITH THE RIGHT KNOWLEDGE AND THE APPROPRIATE AND POSITIVE ATTITUDE.

A GOOD ENTREPRENEUR KEEPS ON TRYING, THEY STAND UP AGAIN AND PERSEVERE. ALTHOUGH THERE IS NO FORMULA FOR SUCCESS, ALL THE ENTREPRENEURS SHARE SOME SKILLS AND BEHAVIOURS.





STARTING A NEW BUSINESS PROJECT ALWAYS REQUIRES A LOT OF TIME AND ENERGY. DEVELOPING A GOOD BUSINESS IDEA IS ALMOST AS CRUCIAL AS HOW WE APPROACH IT. IT IS NOT JUST ABOUT HOW WE RUN A BUSINESS, BUT HOW WE FACE THIS NEW CHALLENGE (WITH THE TECHNICAL KNOWLEDGE OF THE SPECIFIC SECTOR) AS WELL AS A POSITIVE AND RESILIENT ATTITUDE, AS IT WILL HELP US IN THE BAD MOMENTS.

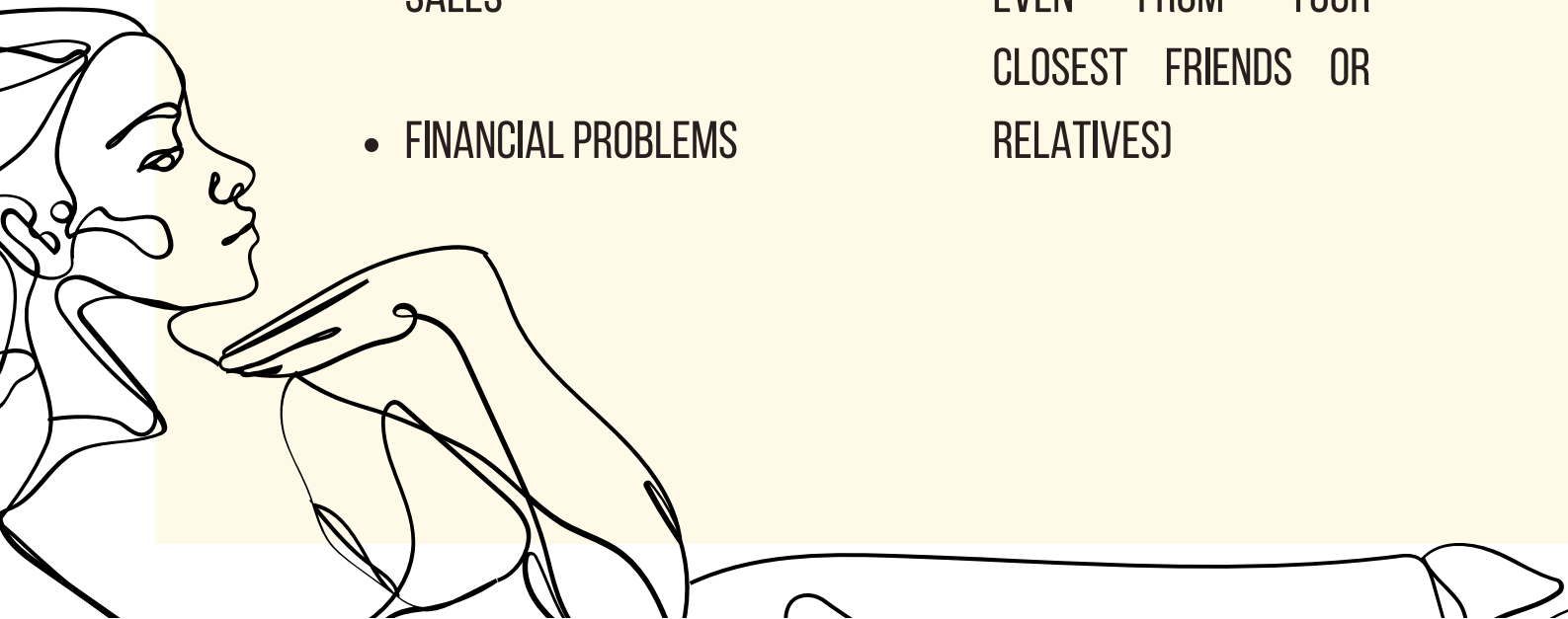


ONE OF THE MOST IMPORTANT THINGS IS KNOWING HOW TO FALL AND HOW TO GET UP. FOR SURE WE ARE GOING TO FALL, WE ARE GOING TO FAIL AND MAKE MISTAKES, BUT OUR ATTITUDE TOWARDS THESE PROBLEMS IS ESSENTIAL AND IT WILL MARK THE DIFFERENCE. THE WAY WE FACE ALL THESE SITUATIONS WILL LEAD US TO SUCCEED. WE ARE NOT TALKING ABOUT HAVING A CONTINGENCY PLAN FOR OUR BUSINESS (WHICH WE ABSOLUTELY NEED), BUT ABOUT KNOWING HOW TO THINK CALMLY IN ORDER TO TAKE GOOD DECISIONS, ALWAYS WITH TRANQUILITY AND RESILIENCE.

THE ENTREPRENEUR MUST BE PERSISTENT AND CONSTANT. PERSEVERANCE IS LINKED TO DAILY EFFORT. A GOOD ENTREPRENEUR NEVER GIVES UP AS HE/SHE WANTS TO COMPLETE THE PROJECT WITH SATISFACTION. HIS/HER COMMITMENT LEADS HIM/HER TO ACHIEVE THE MAIN OBJECTIVES.

SOMETIMES AN ENTREPRENEUR MAY FACE A DIFFICULT SITUATION, FOR SURE HE/SHE WILL! THE WAY THE ENTREPRENEUR WILL FACE IT, WILL MARK THE DIFFERENCE. WE MUST EMPHASIZE THE HIGH IMPORTANCE OF BEHAVIOUR AND POSITIVE ATTITUDE. SOME EXAMPLES OF THESE DIFFICULT SITUATIONS ARE THE FOLLOWING ONES:

- FAILURE IN THE FIRST BUSINESS PROJECT
- UNPROFITABLE BUSINESS DUE TO FEW SALES
- FINANCIAL PROBLEMS
- LACK OF SUPPORT (FROM A BUSINESS PARTNER, OR FROM OUR EMPLOYEES OR FROM THE ADMINISTRATION OR EVEN FROM YOUR CLOSEST FRIENDS OR RELATIVES)



IN ORDER TO FACE THESE KINDS OF SITUATIONS WE SHOULD TRY TO BREAK THE VICIOUS CIRCLE WHICH INCLUDES A LOT OF NEGATIVITY. WE MUST LEARN THAT IF WE WANT TO GET A DIFFERENT RESULT, WE NEED TO CHANGE BEHAVIOUR, WE MUST ACT DIFFERENTLY. IF WE ALWAYS DO THE SAME, THE RESULT WILL REMAIN INVARIANT. SO, WE NEED TO THINK BROADER AND SOMETIMES EVEN THINK BIGGER.

NO MATTER HOW MANY TIMES WE FALL OR WE COLLAPSE, AS WE ALWAYS LEARN FROM THESE SITUATIONS. WE NEED TO STRENGTHEN OURSELVES TO GET UP AGAIN AND AGAIN.

## EXERCISE

WE ALL CAN THINK ABOUT DIFFICULT SITUATIONS, BUT CAN WE THINK HOW IS THE BEST WAY TO FACE THEM? HOW COULD YOU DEAL WITH A SUPPLIER THAT IS NOT ACCOMPLISHING YOUR EXPECTATIONS AS A BUSINESS OWNER? DISCUSS AND DEBATE ABOUT THE DIFFERENT WAYS OUT OF BAD AND PROBLEMATIC SITUATIONS RELATED TO BUSINESS PROJECTS. WHAT WOULD YOU DO TO FACE THEM? WILL YOU IMPLEMENT A NEW PERSPECTIVE? WILL YOU BE PERSISTENT?

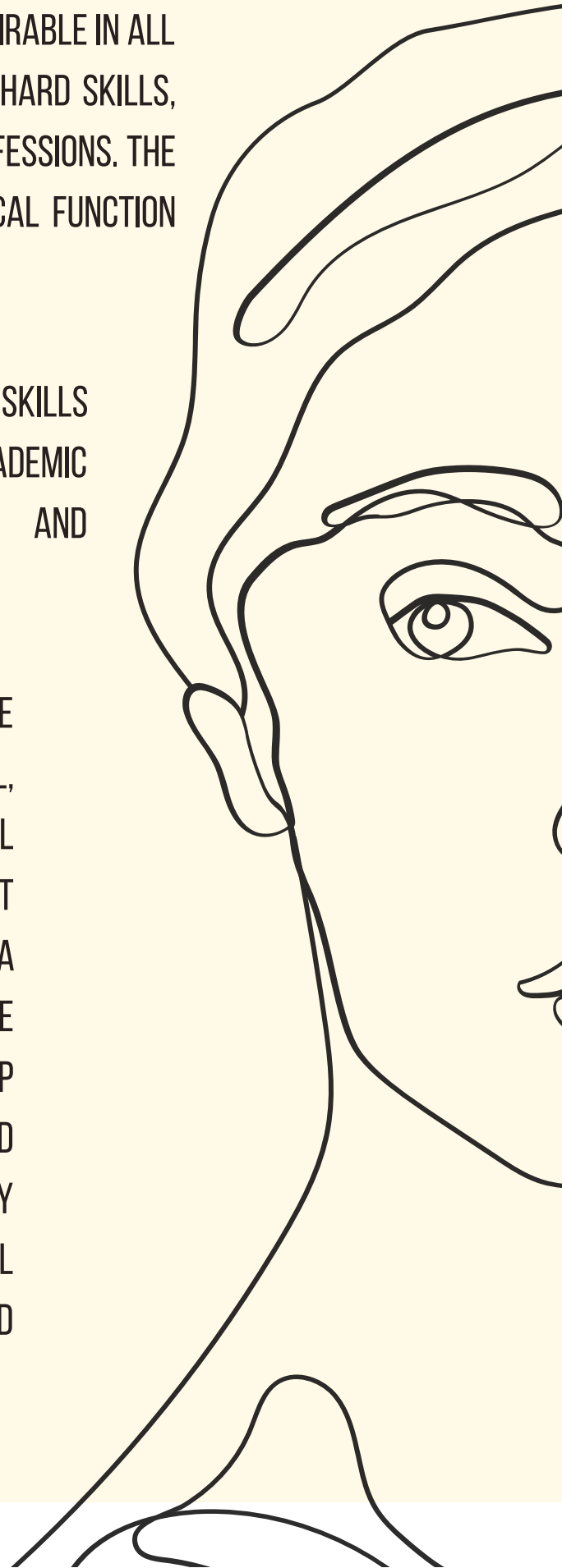


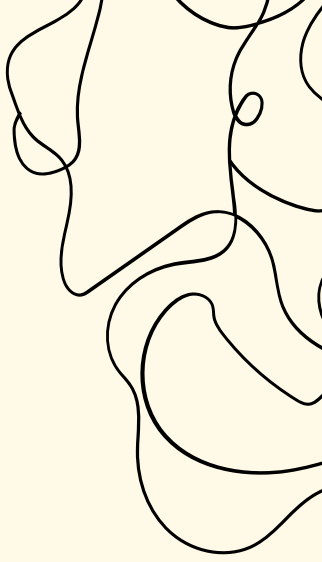
## 2.2. SOFT SKILLS

SOFT SKILLS ARE SKILLS WHICH ARE DESIRABLE IN ALL PROFESSIONS. THIS IS IN CONTRAST TO HARD SKILLS, WHICH ARE SPECIFIC TO INDIVIDUAL PROFESSIONS. THE WORD "SKILL" HIGHLIGHTS THE PRACTICAL FUNCTION (WIKIPEDIA SOURCE).


ON THE OTHER SIDE, WE FIND HARD SKILLS WHICH ARE THE ONES LINKED TO THE ACADEMIC AND TECHNICAL BACKGROUND AND KNOWLEDGE, THE ONES EASILY TRAINED.

SO, IN SHORT, SOFT SKILLS CAN BE DEFINED AS SOCIAL, EMOTIONAL, PROBLEM-SOLVING AND BEHAVIOURAL SKILLS. IT IS, MAINLY, THE WAY WE ACT AND REACT IN FRONT OF A PROBLEM OR A CERTAIN SITUATION. SOFT SKILLS ARE TRANSVERSAL SKILLS THAT WILL HELP YOU IMPROVE AS AN ENTREPRENEUR AND DEAL MORE EFFECTIVELY WITH DAILY AND ORDINARY SITUATIONS. THIS WILL ABSOLUTELY HELP YOU TO IMPROVE AND TO DEVELOP AS A PROFESSIONAL.






THESE SOFT SKILLS BELONG ONLY TO HUMANKIND, SO NO COMPUTER OR ANY OTHER ELECTRONIC DEVICE, HARDWARE OR ROBOT WILL NEVER EVER SUBSTITUTE US IN THIS FIELD. AMONG THE MOST IMPORTANT AND RELEVANT SOFT SKILLS WE CAN NAME: COMMUNICATION, CRITICAL THINKING, RESILIENCE, LEADERSHIP, PROBLEM SOLVING, PERSUASION, PUBLIC SPEAKING, PROFESSIONAL WRITING, TEAMWORK, DIGITAL LITERACY, CREATIVITY, INNOVATION, PROFESSIONAL ATTITUDE, WORK ETHIC, CAREER MANAGEMENT OR INTERCULTURAL FLUENCY.



IN THIS CHAPTER WE WILL TALK ONLY ABOUT SOME OF THE MOST OUTSTANDING AND WELL-KNOWN SOFT SKILLS THAT A SUCCESSFUL ENTREPRENEUR MUST HAVE. BUT WE NEED TO KNOW THAT THERE ARE PLENTY OF IMPORTANT SOFT SKILLS. AS YOU WILL SEE WE CAN WORK ON THEM AND IMPROVE THEIR RESULTS.





## **COMMUNICATION SKILLS**

MAYBE IT IS ONE OF THE MOST IMPORTANT SKILLS FOR THE DAILY ROUTINE, BUT ALSO IT IS CRUCIAL FOR ENTREPRENEURS. COMMUNICATION IS A PILLAR OF LIFE AND PROPER COMMUNICATION SKILLS MAY LEAD US TO SUCCESS. JOINED WITH PERSUASION AND ACTIVELY LISTENING, COMMUNICATION IS THE ABILITY TO SHARE IDEAS EFFECTIVELY. WE WILL DEVELOP COMMUNICATION SKILLS DURING DIFFERENT UNITS IN THIS TRAINING AND HOW TO MODULATE THEM TO DIFFERENT AUDIENCES AND TARGETS. A SUCCESSFUL COMMUNICATION WILL LET THE AUDIENCE UNDERSTAND OUR NEEDS AND BUILD TRUST BETWEEN BOTH PARTS AS WELL AS SOLVE PROBLEMS OR ANY MISUNDERSTANDINGS.

BUILDING AND DEVELOPING STRONG COMMUNICATION SKILLS MUST BE AT THE TOP FOR AN ENTREPRENEUR, AS IT GIVES A PROFESSIONAL IMAGE OF US WHILE HELPING US IMPROVE PERSONAL AND LABOR RELATIONSHIPS. BEING A GREAT COMMUNICATOR AND SPEAKER TODAY IS ESSENTIAL TO DELIVER OUR MESSAGE IN A PROPER WAY AND WILL HELP US TO INFLUENCE OUR AUDIENCE AND THEIR PURCHASING DECISIONS. TODAY IT IS ESSENTIAL TO DEVELOP OUR COMMUNICATION SKILLS TO ESTABLISH RELATIONSHIPS AND CONTACT WITH PEOPLE WHO ARE NOT PHYSICALLY WITH US. WE MUST BE ABLE TO EXPRESS OURSELVES CORRECTLY, ADAPT OUR LANGUAGE AND MESSAGE TO OUR CLIENT/AUDIENCE PROFILE AND BE ABLE TO CLEARLY AND PRECISELY TRANSMIT OUR MESSAGE.

AS WE MENTIONED PREVIOUSLY, COMMUNICATION ENCOMPASSES SEVERAL SKILLS, SUCH AS ACTIVE LISTENING, NON-VERBAL COMMUNICATION OR STRESS MANAGEMENT.

WE WILL PROVIDE YOU WITH SOME TIPS TO WORK ON EFFECTIVE COMMUNICATION, SUCH AS:

- - LISTEN TO YOUR INTERLOCUTOR WITH EMPATHY
- - THINK BEFORE YOU SPEAK AND STRUCTURE YOUR MESSAGE

## EXERCISE

ONE BY ONE YOU WILL GO TO THE CENTER OF THE ROOM AND TELL YOUR CLASSMATES ABOUT THE LAST BOOK YOU READ OR THE LAST MOVIE YOU WATCHED.

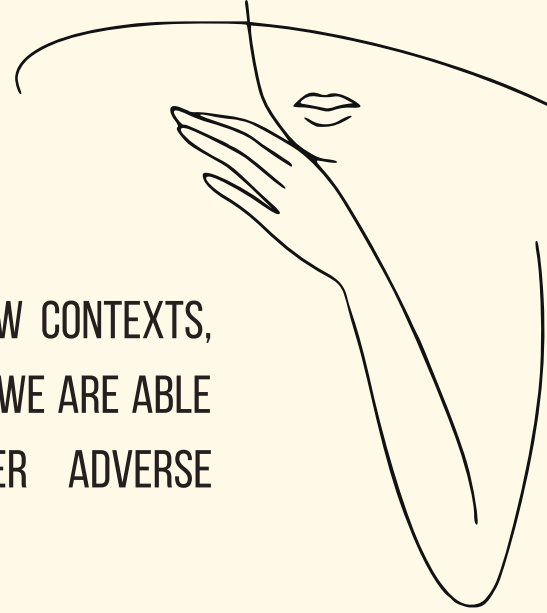


IN THE TOOLKIT, WE PROVIDE YOU WITH SOME LINKS AND ARTICLES FOR YOU TO READ AND DEEPEN YOUR KNOWLEDGE ABOUT THIS IMPORTANT SKILL AND HOW TO IMPROVE IT.

## RESILIENCE / ADAPTABILITY

THIS MEANS THE ABILITY TO ADAPT TO NEW CONTEXTS, HOW WE TOLERATE THESE CHANGES, AND IF WE ARE ABLE TO KEEP STRONG AND PATIENT UNDER ADVERSE SITUATIONS.

ADAPTABILITY IS THE WAY WE ADAPT TO CHANGES. IT MEANS BEING FLEXIBLE TO NEW ENVIRONMENTS AND ALSO BEING OPEN-MINDED. IT IS RELATED TO THE WAY WE BEHAVE IN RESPONSE TO CHANGING CIRCUMSTANCES. FOLLOWING THE BALANCE CAREERS WEBSITE, ADAPTABILITY TALKS ABOUT THE ACCEPTANCE OF CHANGES AND IF WE LIKE TRYING TO DO NEW THINGS OR ACTIVITIES. IF YOU ARE A PERSON WHO LEARNS QUICKLY, IT IS BECAUSE YOU KNOW HOW TO ADAPT. YOU CAN FURTHER NURTURE YOUR ADAPTABILITY SKILLS BY TRYING NEW THINGS AND CHALLENGING YOUR ABILITY TO PROBLEM-SOLVE IN VARIOUS CIRCUMSTANCES.





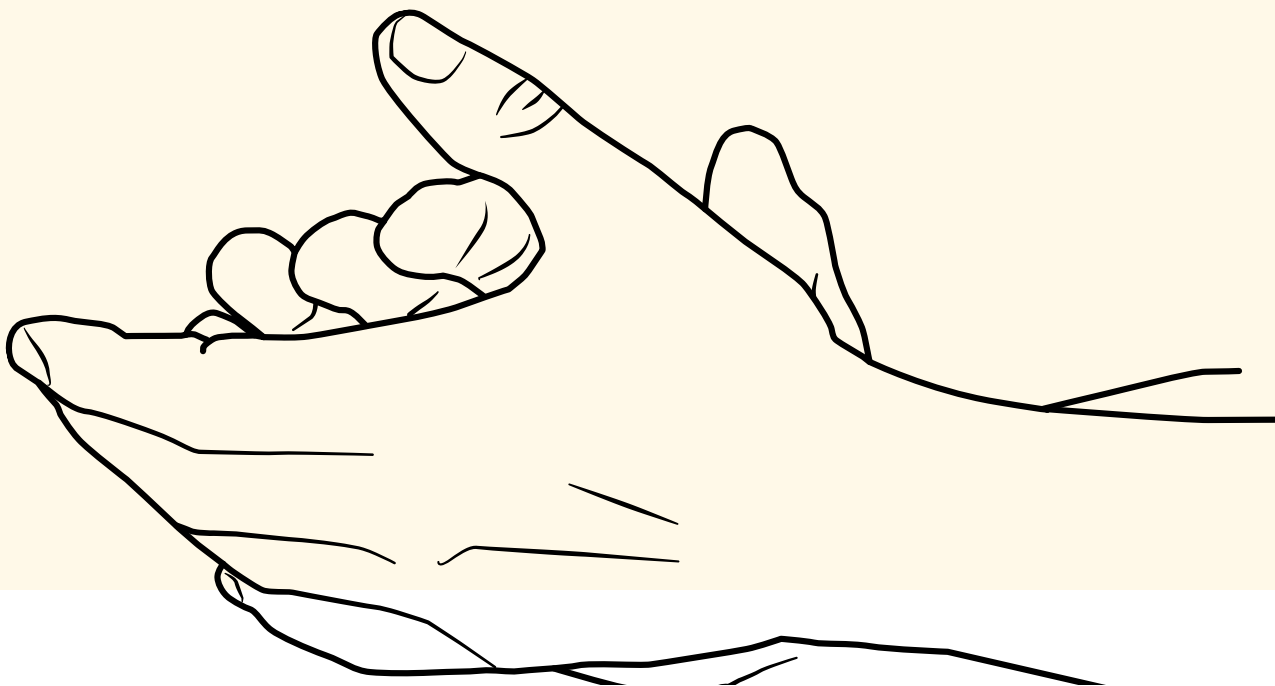


IN ORDER TO IMPROVE YOUR ADAPTABILITY SKILLS WE SUGGEST WORKING ON THE FOLLOWING POINTS, AS WE CAN READ ON THE EMPLOYMENT WEBSITE INDEED:

- BE AWARE OF CHANGES IN YOUR ENVIRONMENT (ABOUT NEW POLICIES, NEW TECHNOLOGY TO BE IMPLEMENTED OR A NEW PROCEDURE...).
- DEVELOP A GROWTH MINDSET (THIS HAS TO DO WITH YOUR OWN WILLINGNESS TO LEARN NEW THINGS, NEW TECHNIQUES... IN SHORT, TO WIDEN YOUR KNOWLEDGE AND TO NOT BE AFRAID OF TRYING NEW ACTIVITIES).
- SET GOALS FOR YOURSELF (YOU MIGHT SET A GOAL TO WORK ON EACH ASPECT OF YOUR SKILLS THAT CAN BE IMPROVED - BECAUSE YOU KNOW THEY ARE YOUR WEAK POINTS-, AND TAKE IT AS AN OPPORTUNITY TO IMPROVE AND LEARN).
- LEARN TO ACKNOWLEDGE AND ACCEPT CHANGE AS A PART OF DAILY LIFE AND ROUTINE. ADD THOSE NEW CHANGES TO OUR DAILY LIFE.

# EXERCISE

- HOW CAN WE TRAIN OUR ADAPTABILITY? TALK ABOUT ANY SITUATION YOU HAD IN THE PAST WHERE YOU WERE ASKED TO ADAPT YOURSELF TO A NEW CONTEXT. IS THERE ANY WAY TO IMPROVE MY RESILIENCE AND ADAPTABILITY NOT MENTIONED IN THIS TRAINING? DISCUSS IT WITH THE GROUP.
- YOUR CITY HALL HAS IMPLEMENTED A NEW POLICY REGARDING TAX COLLECTION. YOU DON'T LIKE THE NEW PROCEDURE AS YOU FIND IT DIFFICULT TO UNDERSTAND. ON THE OTHER HAND, IT IS AN AUTOMATED PROCESS AND TAKES LESS TIME THAN BEFORE. EXPLAIN HOW YOU WOULD ADAPT TO IT POINTING OUT THE BENEFITS.
- IMAGINE THAT ON YOUR WAY BACK HOME, YOUR MEANS OF TRANSPORT BREAKS DOWN. YOU NEED TO GET HOME QUICKLY, SO CAN YOU THINK ABOUT A DIFFERENT WAY OF GETTING BACK HOME? HOW MANY DIFFERENT POSSIBILITIES CAN YOU NAME TO GET HOME?

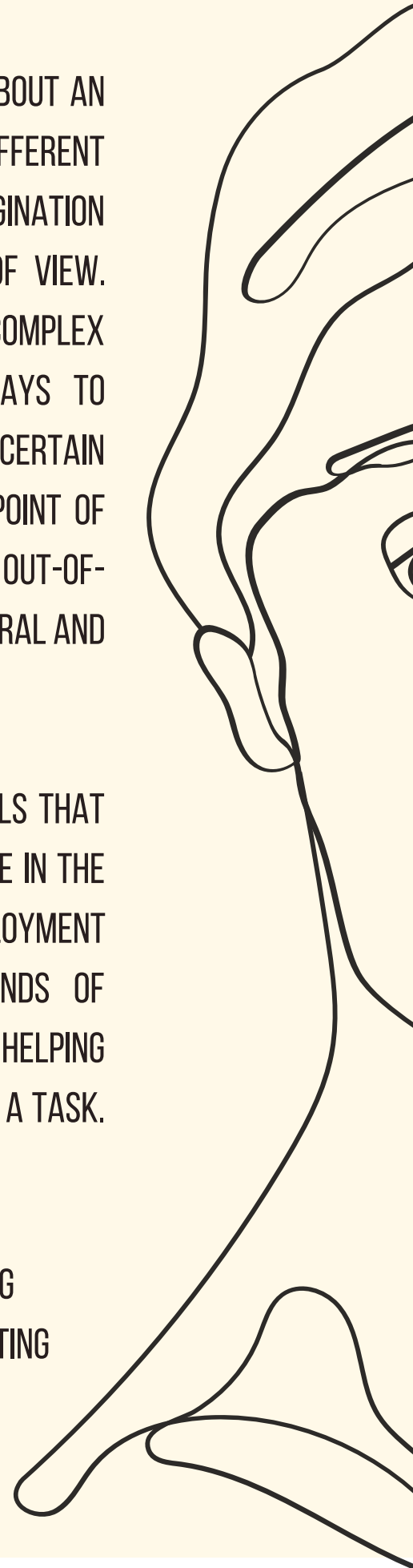


## CREATIVITY AND INNOVATION

WE CALL CREATIVITY THE ABILITY TO THINK ABOUT AN ISSUE IN A NEW OR DIFFERENT WAY, WITH A DIFFERENT PERSPECTIVE, OR THE ABILITY TO USE THE IMAGINATION TO GENERATE NEW IDEAS OR NEW POINTS OF VIEW. CREATIVITY GIVES YOU THE CHANCE TO SOLVE COMPLEX PROBLEMS AND LOOK FOR INTERESTING WAYS TO APPROACH TASKS. IT MEANS TO FACE CERTAIN SITUATIONS FROM A DIFFERENT AND UNIQUE POINT OF VIEW; IT MEANS NOT TO BE AFRAID OF THINKING OUT-OF-THE-BOX. THIS IS VERY VALUABLE IN THE CULTURAL AND CREATIVE FIELD.

THERE ARE SEVERAL KINDS OF CREATIVE SKILLS THAT YOU CAN PRACTICE TO BECOME MORE CREATIVE IN THE WORKPLACE. FOLLOWING THE INDEED EMPLOYMENT WEBSITE, IF YOU USE THESE SEVERAL KINDS OF CREATIVE SKILLS, THEY CAN BE EFFECTIVE IN HELPING YOU THINK DIFFERENTLY ABOUT A PROBLEM OR A TASK. THEY INCLUDE:

- MAKING CONNECTIONS
- ASKING QUESTIONS
- MAKING OBSERVATIONS
- NETWORKING
- EXPERIMENTING



# EXERCISE

- HOW DO YOU THINK A PERSON CAN IMPROVE HIS/HER CREATIVITY BY USING THE TIPS ABOVE? GIVE DIFFERENT EXAMPLES (FOR INSTANCE, BY ASKING QUESTIONS WE CAN FIND AND LEARN NEW WAYS OF DOING CERTAIN TASKS).
- THE CIRCLE CHALLENGE: ON PAPER, DRAW 15 SMALL CIRCLES (THEY NEED TO LOOK THE SAME). THEN SET A STOPWATCH FOR THIRTY SECONDS. TURN EACH CIRCLE INTO A UNIQUE AND DIFFERENT PICTURE. THIS EXERCISE WILL HELP YOU TO THINK-OUT-OF-THE-BOX AND QUICKER. CHECK WHAT THE REST OF THE ATTENDEES HAVE DONE. DO THEY LOOK SIMILAR?

## LEADERSHIP

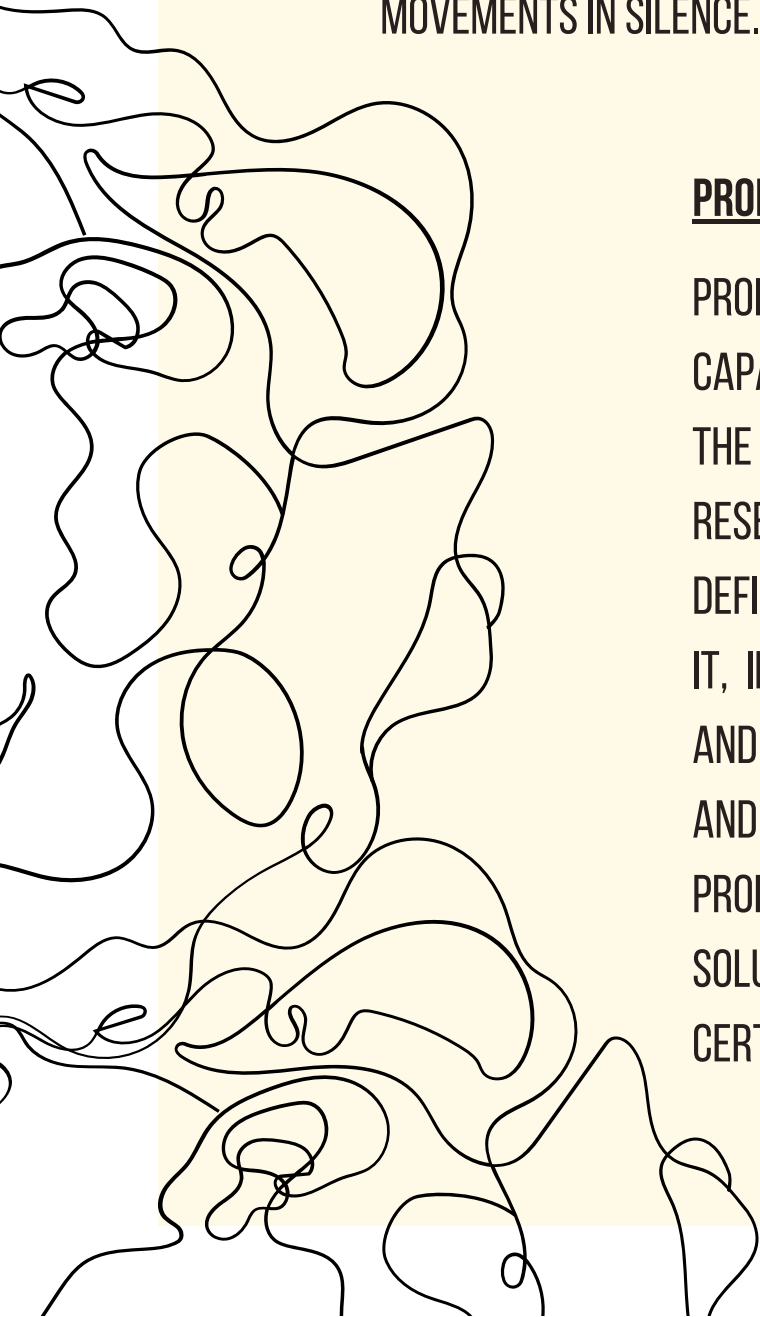
LEADERSHIP HAS TO DO WITH THE ABILITY TO LEAD TEAMS IN A CORRECT AND NON-IMPOSING WAY. IT IS THE ABILITY TO EXCITE YOUR TEAM AND GUIDE THEM TO ACHIEVE COMMON GOALS. A REAL LEADER IS THE ONE ABLE TO GET EXCITED ABOUT A WORK PROJECT AND BEING ABLE TO TRANSMIT IT AND SPREAD IT TO THE REST. LEADERS NEED TO INSPIRE THEIR WORKERS TO GO BEYOND. A GOOD LEADER IS THE ONE WHO GIVES REAL FEEDBACK TO THE TEAM, PROVIDES REWARDS WHEN NECESSARY AND RECOGNIZES THE GOOD VALUE AND WORK OF OTHER MEMBERS. LEADERSHIP TALKS ABOUT SETTING EFFECTIVE, APPROPRIATE AND REALISTIC GOALS AND ENCOURAGING THE TEAM MEMBERS TO GET THEM. A GOOD LEADER IS ALSO ABLE TO DILIGENTLY DELEGATE.

# EXERCISE

- THE ATTENDEES SIT DOWN IN A BIG CIRCLE. ONE OF THEM GETS OUT FOR A MOMENT, WHILE THE REST CHOOSE A LEADER AMONG THEM. IN THIS GAME, THE LEADER WILL START MAKING CERTAIN KINDS OF MOVEMENTS (FOR EXAMPLE, TOUCHING HER NOSE, OR CLAPPING HANDS...). THE ONE THAT WENT OUT, RETURNS AND SITS DOWN IN THE CENTRE OF THE CIRCLE – SURROUNDED BY THE REST-. THE PURPOSE OF THIS GAME IS THAT THE PERSON IN THE CENTER MUST GUESS WHO THE LEADER IS, WHILE THE PEOPLE ARE “FOLLOWING” THE LEADER'S MOVEMENTS IN SILENCE. HAVE YOU GUESSED WHO THE LEADER IS?

## PROBLEM SOLVING

PROBLEM SOLVING SKILLS REFERS TO THE CAPABILITY OF SOLVING COMPLEX PROBLEMS AND THE WAY WE APPROACH THEM. IT HAS TO DO WITH RESEARCH AND ANALYSIS. IT IS THE ACT OF DEFINING A PROBLEM, DETERMINING THE CAUSE OF IT, IDENTIFYING PROCEDURES, PRIORITIZING THEM, AND SELECTING ALTERNATIVES FOR A SOLUTION, AND IMPLEMENTING THIS SOLUTION. IN SHORT, PROBLEM SOLVING IS THE PROCESS OF FINDING SOLUTIONS OR DIFFERENT WAYS OF SOLVING CERTAIN SITUATIONS.



PROBLEM SOLVING SKILLS CAN BE TRAINED AND IMPROVED EVEN THROUGH OUR DAILY LIFE AND ROUTINE. SOME WAYS OF TRAINING YOUR PROBLEM SOLVING SKILLS ARE THE FOLLOWING ONES:

- WHAT WILL YOU HAVE FOR DINNER TONIGHT? PLANNING
- WHAT CAN I GIVE MY HUSBAND FOR OUR ANNIVERSARY? DECISION MAKING FROM DIFFERENT OPTIONS.
- WE ARE DRIVING IN OUR CAR. THE ROAD IS CLOSED AND WE NEED TO GET TO OUR DESTINATION AS SOON AS POSSIBLE. HOW CAN WE MAKE IT? CHOOSING ALTERNATIVES.

## EXERCISE

- YOU CAN WORK IN SMALL TEAMS. FOR THIS GAME, YOU WILL NEED A FULL CARTON OF EGGS AND CONSTRUCTION MATERIAL LIKE PLASTIC WRAP, BALLOONS, RUBBER BANDS, CORKS, ETC. FIRSTLY, YOU WILL PROVIDE AN EGG TO EACH TEAM AND SELECT A RANDOM CONSTRUCTION MATERIAL. THE TASK FOR EACH TEAM IS THAT THEY HAVE TO CONSTRUCT A CARRIER FOR THE EGG AND KEEP IT FROM BREAKING.
- TAKE A BIG MAP FROM A DIFFERENT CITY OF YOURS. IN DIFFERENT SMALL TEAMS, PROPOSE THE BEST WAY TO GET FROM POINT A TO POINT B. EXPLAIN YOUR CHOICE.

## CRITICAL THINKING

IT IS THE ABILITY TO EVALUATE OUR PAST DECISIONS AND BE ABLE TO ADMIT THAT THERE ARE OTHER WAYS TO DEAL WITH THE SITUATION. IT WANTS TO DELVE INTO THE PRACTICES AND DIFFERENT STRATEGIES THAT ALLOW US TO EVALUATE OUR DECISIONS. IT IS NOT ABOUT LOOKING FOR ERRORS OR MISTAKES, BUT ABOUT IDENTIFYING ARGUMENTS. IT IS ABOUT ANALYZING A CERTAIN SITUATION/MOMENT AND BEING ABLE TO AVOID JUDGMENTS AND LEAVE PREJUDICES BEHIND. WE USE OUR CRITICAL THINKING SKILLS WHEN WE PRIORITIZE DATA AMONG BELIEFS, COMMENTS OR OPINIONS. WE CAN THINK OF CRITICAL THINKING AS THE CIRCLE WE GO THROUGH WHEN:

1. FIRST OF ALL, WE QUESTION THE ASSUMPTIONS OR PREJUDICES BY EVALUATING THE CONTEXT AND ANALYSING DIFFERENT PERSPECTIVES. (WHY DOES IT HAVE TO BE DONE IN THIS SPECIFIC WAY? MAYBE THERE ARE OTHER POSSIBILITIES FOR DOING THIS).
2. WE PONDER THAT ASSUMPTION OR JUDGEMENT AND DEBATE ABOUT THE IMPLEMENTATION OF NEW SOLUTIONS BY ADDING DIFFERENT POINTS OF VIEW THAT WILL BRING US TO NEW LOGICAL CONCLUSIONS (I SHOULD TRY TO IMPLEMENT OR CHANGE THE FORMER PROCESS).



WE CAN TRY TO BREAK THIS CYCLE ALL THE TIME, AS IN GENERAL, PEOPLE ARE A BIT SCARED OF CHANGES AND THEY JUST PERPETUATE THE ORIGINAL WAY OF DOING SOMETHING. CRITICAL THINKING IS ABOUT QUESTIONING WHAT WE THOUGHT COULD NOT BE DONE OR HANDLED IN ANY OTHER DIFFERENT WAY. IT INVOLVES ANALYZING, REASONING AND EVALUATION.

AN OPEN-MINDED PERSPECTIVE WILL HELP US TO DEVELOP GOOD CRITICAL THINKING SKILLS. CRITICAL THINKING IS ALSO INVOLVED WHEN YOU DEFEND YOUR POINT OF VIEW BY INCLUDING EXAMPLES AND EVIDENCE.

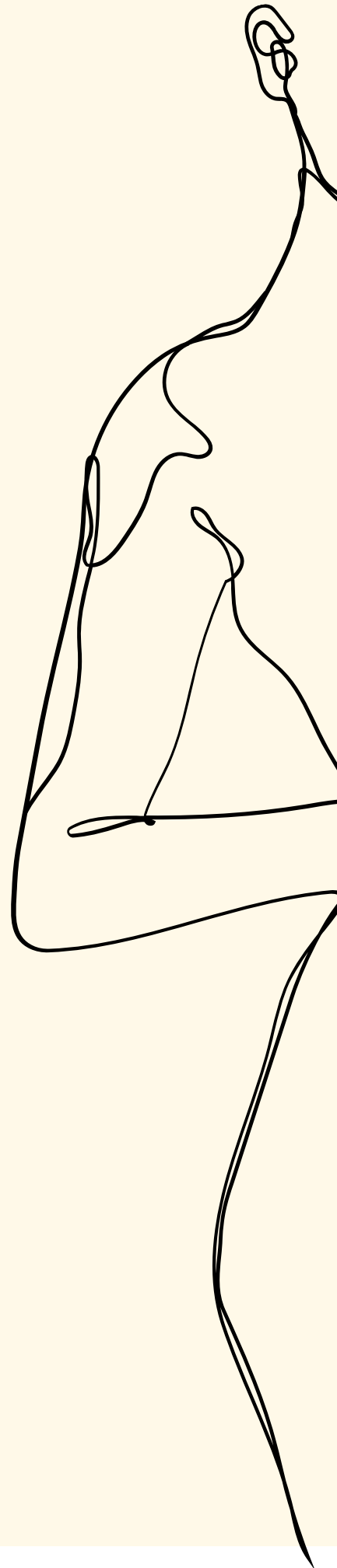
## **EXERCISE**

- OPTICAL ILLUSIONS: THE THEATER WILL SHOW THE GROUP DIFFERENT PICTURES. ALL OF THEM ARE OPTICAL ILLUSIONS. CAN YOU GUESS WHAT IT HAS BEEN DRAWN? (INCLUDING SOME OPTICAL ILLUSIONS PICTURES).
- WE WILL DIVIDE THE CLASSROOM MATES INTO TWO DIFFERENT GROUPS. WE WILL DEBATE ABOUT A CERTAIN TOPIC (WOULD IT BE A GOOD IDEA TO RAISE THE MINIMUM VOTING AGE TO 21? ). GROUP A WILL DEFEND “NO”, AND GROUP B WILL DEFEND “YES”. PLEASE USE ARGUMENTS TO EXPOSE YOUR GROUP’S POINT OF VIEW. THE PURPOSE OF THE EXERCISE IS TO QUESTION EVERYTHING AND TO BE ABLE TO GAIN MORE SKILLS IN EVALUATING AND ANALYZING DIFFERENT PERSPECTIVES.



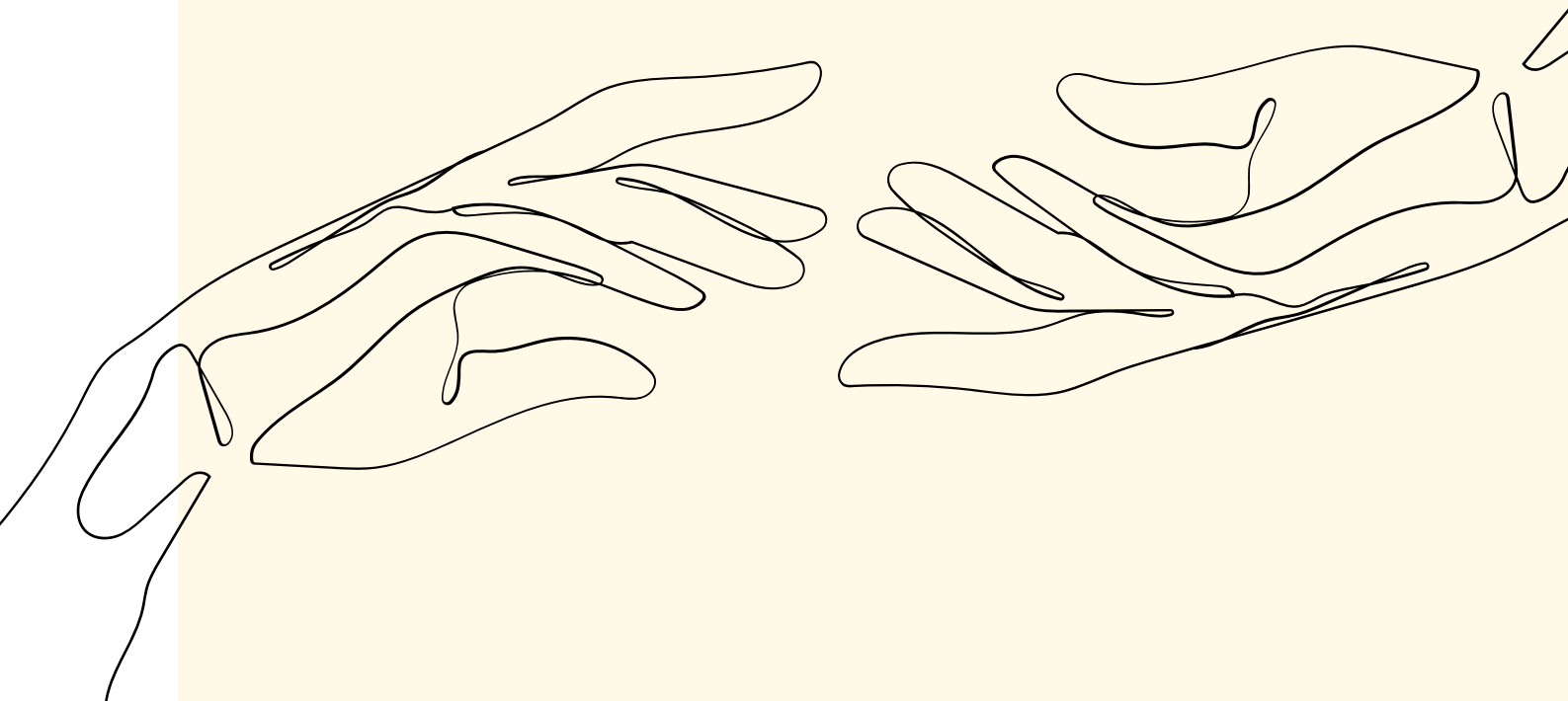
## TEAMWORK SKILLS

TEAMWORK SKILLS ARE A BIG TOPIC AND FOR SOME PEOPLE IT WOULD INCLUDE A WIDE RANGE OF OTHER DIFFERENT SKILLS IN IT. IT REFERS TO YOUR ABILITY TO WORK WELL WITH OTHER PEOPLE, IN BOTH A ONE-ON-ONE CAPACITY AND IN A GROUP SETTING. IT ALSO INCLUDES CONFLICT MANAGEMENT, ACTIVE LISTENING AND RELIABILITY. TEAMWORK IS AN ORGANIZED WAY OF WORKING AMONG SEVERAL PEOPLE IN ORDER TO ACHIEVE COMMON GOALS. IN TEAMWORK, THE SKILLS OF THE MEMBERS ARE COMPLEMENTARY, SINCE THEY STRIVE FOR A COMMON GOAL, SHARED BY ALL TEAM MEMBERS. IT IS BASED ON THE PRINCIPLE OF OPEN AND DIRECT COMMUNICATION AND COMMITMENT. TRUST IN OTHER MEMBERS IS BASIC AND ESSENTIAL FOR ACHIEVING OBJECTIVES. TEAMWORK IS ESSENTIAL AS IT HELPS CREATE SYNERGIES (INDIVIDUAL KNOWLEDGE HAS A GREATER IMPACT WHEN ADDED TO OTHERS). IT ALSO HELPS TO STRENGTHEN COMPANIES IN SITUATIONS OF CHANGE, SINCE STRONG AND UNITED TEAMS ARE LESS PERMEABLE TO CRISIS CONTEXTS.



# EXERCISE

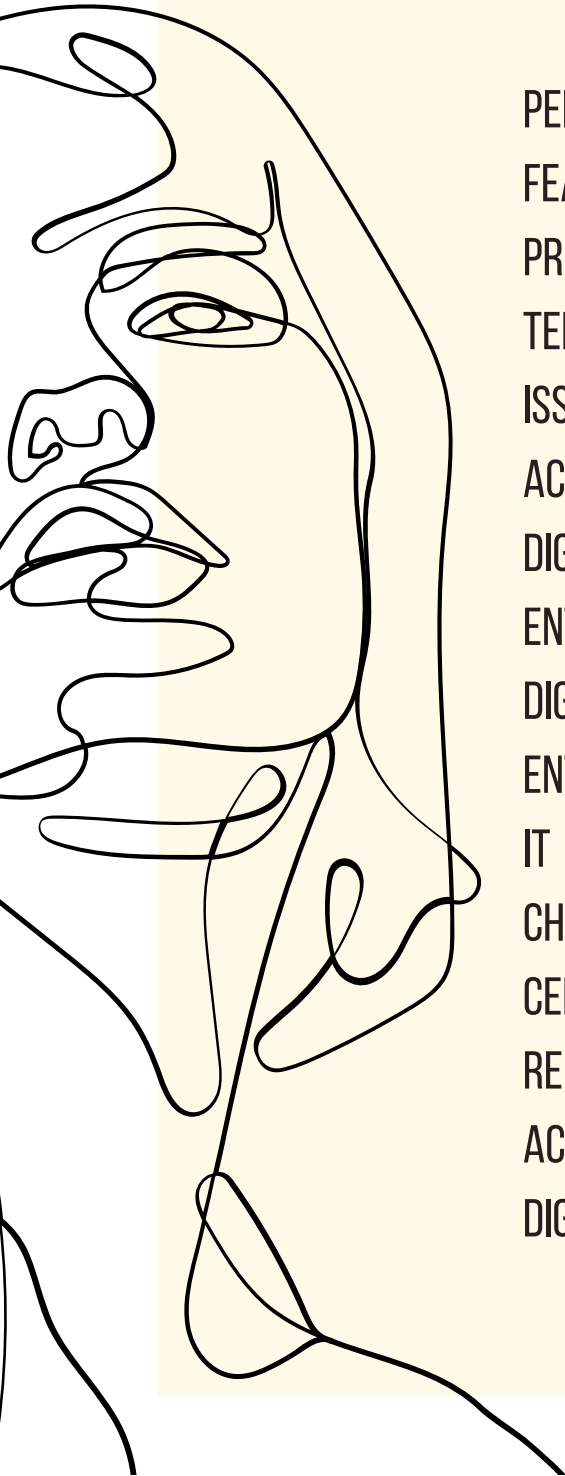
- DIVIDE THE GROUPS IN TEAMS OF TWO AND HAVE THE PLAYERS SIT BACK TO BACK. ONE TEAM MEMBER WILL BE GIVEN A PICTURE OF AN OBJECT OR LANDSCAPE/CITY. WITHOUT SAYING WHAT IT IS, THE OTHER MEMBER OF THE TEAM MUST DESCRIBE THE IMAGE, WITHOUT USING WORDS THAT WILL DIRECTLY DESCRIBE THE SUBJECT.
- TO DO LIST GAME. OUTDOORS GAME: DIVIDED IN SMALL GROUPS (3-4 PEOPLE), YOU MUST COMPLETE THE “TO DO LIST” THAT YOUR TEACHER WILL GIVE YOU. THE WINNERS ARE THE TEAM MEMBERS THAT FIRST ACCOMPLISH THE MISSION (TO DO LIST – TAKE A PICTURE OF A BIG WINDOW, TAKE A PICTURE OF SOMEONE WHO WEARS FUNNY SOCKS, BRING AN OBJECT THAT MAY BE USED FOR OPENING DOORS)



## 2.3. DIGITAL COMPETENCIES

NOWADAYS BUSINESSES HAVE TWO BIG DIMENSIONS: THE OFFLINE DIMENSION, SO THAT IS THE TRADITIONAL ONE, AND THE ONLINE DIMENSION, WHICH HAS TO DO WITH THE DIGITAL PART OF IT (WEBSITE, ONLINE COMMUNICATION...). BOTH OF THEM EVOLVE OFTEN AND QUICKLY, BUT WE MUST PAY ATTENTION TO THE HIGH LEVEL AND BEING UPDATED. IT MAY CHANGE ALMOST FROM ONE DAY TO THE NEXT ONE. THIS MUST KEEP ME VIGILANT.

PENETRATION OF DIGITAL TECHNOLOGY INTO HUMAN LIFE IS A FEATURE OF MODERN SOCIETY. THIS IS EXPLAINED BY THE PROGRESS IN INFORMATION TECHNOLOGY AND TELECOMMUNICATIONS. ECONOMY'S DIGITAL DEVELOPMENT ISSUES ARE ACCOMPANIED BY INCREASED ENTREPRENEURIAL ACTIVITY, AN INCREASE IN THE QUANTITY AND QUALITY OF DIGITAL COMPETENCIES. AS WRITTEN IN THE JOURNAL ENTREPRENEURSHIP EDUCATION WEBSITE, IN THE MODERN DIGITAL WORLD, THE MORE COMPETENCIES OF DIGITAL ENTREPRENEURSHIP A PERSON POSSESSES, THE MORE LIKELY IT IS FOR THIS PERSON TO COPE WITH THE BUSINESS CHALLENGES THAT (S)HE FACES. ACCORDINGLY, THE LACK OF CERTAIN DIGITAL ENTREPRENEURSHIP COMPETENCIES REDUCES THIS PERSON'S EFFECTIVENESS IN BUSINESS ACTIVITIES ON A BACKGROUND OF THE ECONOMY'S FURTHER DIGITALIZATION.



THE SO-CALLED DIGITAL COMPETENCIES ARE TRANSVERSAL SKILLS AND CAN BE TRAINED BY LEARNING AND BY DAILY USE. DIGITAL COMPETENCE IS AN INTERSECTIONAL COMPETENCE THAT INVOLVES KNOWING HOW TO USE DIGITAL TECHNOLOGIES IN A CRITICAL, COLLABORATIVE, AND CREATIVE WAY. DIGITAL COMPETENCES ARE INCREASINGLY IMPORTANT FOR BUSINESS DEVELOPMENT.

COMPETENCES IMPLIES HAVING THE ABILITY TO LEARN, IDENTIFY PROBLEMATIC SITUATIONS, AND USE WHAT ONE KNOWS TO SOLVE PROBLEMS AND CONTINUE LEARNING. COMPETENCES ARE DEVELOPED THROUGHOUT LIFE AND ALLOW INDIVIDUALS TO RESOLVE A DIVERSE RANGE OF PROBLEMS. DIGITAL COMPETENCE IS RELATED TO MANY ASPECTS OF LIFE (WORK, LEISURE, COMMUNICATION) AND REQUIRES MORE THAN TECHNICAL ABILITIES AND KNOWLEDGE, SINCE IT ALSO REQUIRES HAVING THE CONFIDENCE TO USE TECHNOLOGY WHILE MAINTAINING A CRITICAL ATTITUDE TOWARDS IT.

ACCORDING TO THE FAILURE INSTITUTE, DIGITAL COMPETENCE INVOLVES A MIX OF KNOWLEDGE, SKILLS, AND ATTITUDES RELATED TO VARIOUS ENDS (COMMUNICATION, CREATIVE EXPRESSION, INFORMATION MANAGEMENT, PERSONAL DEVELOPMENT), DOMAINS (EVERYDAY LIFE, WORK, PRIVACY AND SECURITY, LEGAL ASPECTS), AND LEVELS (COGNITIVE AND COMPETITIVE).



LET'S DEEPEN A BIT (WE WILL TALK FURTHER IN MODULE 2):

SOFTWARE: OPERATING SYSTEMS, APPLICATIONS, WEB BROWSERS, GAMES OR PROGRAMS. WE HAVE, FOR EXAMPLE, MICROSOFT WINDOWS, MACOS, MICROSOFT WORD, MICROSOFT EXCEL OR INTERNET BROWSERS LIKE GOOGLE, CHROME OR SAFARI.

HARDWARE: PHYSICAL COMPONENTS OF THE COMPUTER. THIS INCLUDES THE KEYBOARD, MONITOR, MOUSE, PRINTER OR THE CENTRAL PROCESSING UNIT (CPU).

INTERNET VS. DIFFERENT USES OF COMPUTER: WE CAN USE A COMPUTER WITHOUT ANY INTERNET CONNECTION. WE COULD USE THE COMPUTER TO WRITE AN ESSAY OR TO CHECK OUR PHOTOS. BUT, IF WE WANT TO SEND OR SHARE THE DOCUMENTS OR PHOTOGRAPHS, THEN, WE WILL NEED AN INTERNET CONNECTION.

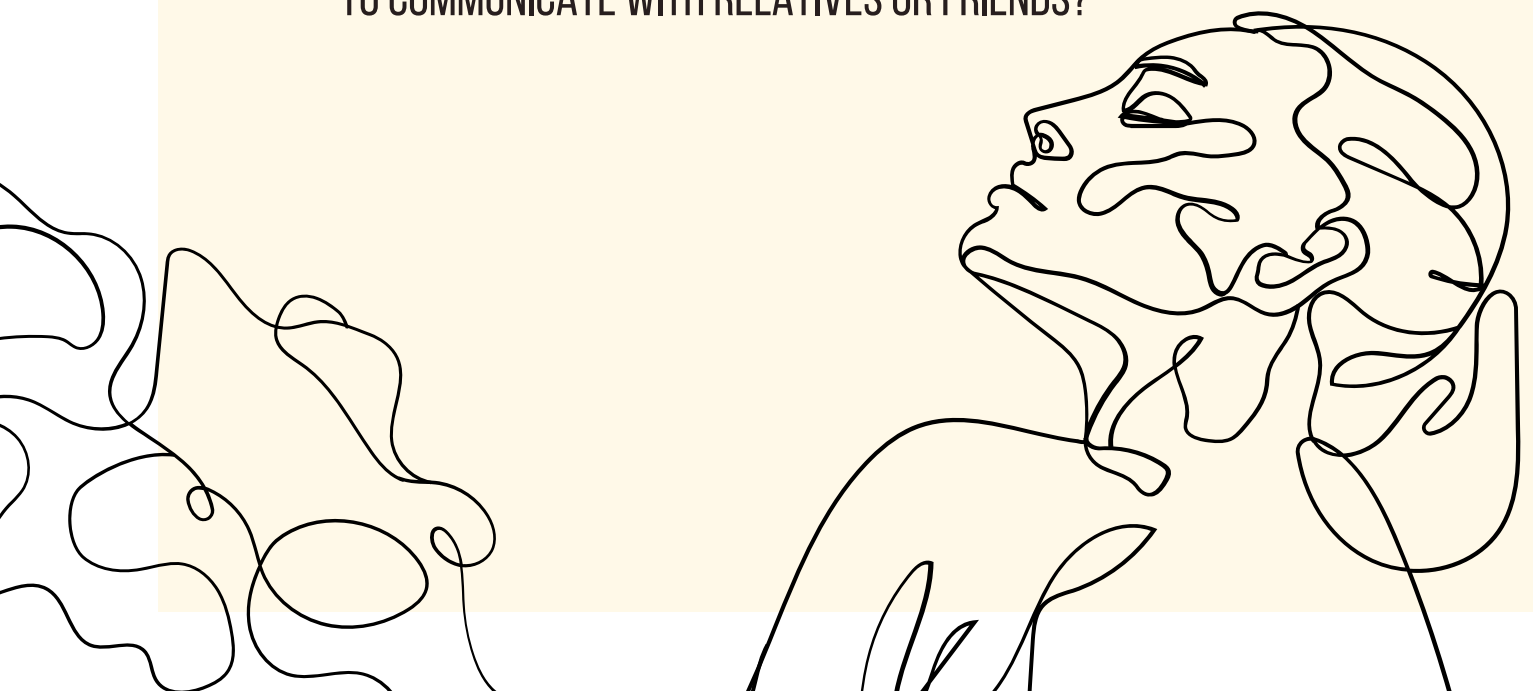
DIGITAL TOOLS: DIGITAL TOOLS ARE ALL THE PROGRAMS, WEBSITES, PROGRAMS AND DIFFERENT ONLINE RESOURCES THAT CAN HELP US TO FINISH THE TASK IN A PROPER WAY. THESE MAY INCLUDE GOOGLE MAPS OR GOOGLE DRIVE, SURVEYMONKEY, DROPBOX, TWITTER, ETC

EMAILS TOOLS: THEY ARE ALL THE POST-PROGRAMS THAT HELP US TO SEND EMAILS. MOST ARE FOR FREE, AND THERE IS NO NEED OF SPECIFIC COMPUTING KNOWLEDGE TO USE THEM, LIKE HOTMAIL OR GMAIL.

BROWSERS: WE ACCESS THE INTERNET THROUGH THEM. THEY ALLOW US TO VIEW AND VISIT ALL THE WEBSITES. SOME EXAMPLES ARE INTERNET EXPLORER, GOOGLE CHROME, MOZILLA FIREFOX OR APPLE SAFARI.

## EXERCISE

- USING INTERNET, USE A BROWSER TO GET THE FOLLOWING INFORMATION:
  - PAELLA RECIPE
  - DATE OF BIRTH OF LEONARDO DA VINCI
  - WHERE IS THE CITY OF SANTA MARTA? IS IT BY THE SEA?
- WE WILL TALK AND DISCUSS YOUR LATEST ACQUISITION OF PRODUCT/SERVICE ON THE INTERNET. WHAT WAS IT? HOW OFTEN DO YOU SHOP ON THE INTERNET? CAN YOU NAME SOME E-COMMERCE STORES OR E-MARKET PLACES?
- CAN YOU NAME MORE DIGITAL TOOLS? WHICH ONES DO YOU USE FOR E-MEETINGS OR VIDEO CONFERENCES? WHICH DIGITAL TOOLS DO YOU USE TO COMMUNICATE WITH RELATIVES OR FRIENDS?



## 2.4. ENTREPRENEURIAL MINDSET

AN ENTREPRENEURIAL MINDSET IS A SPECIFIC SET OF BELIEFS, KNOWLEDGE, AND THOUGHT PROCESSES THAT DRIVES ENTREPRENEURIAL BEHAVIOUR. THE ENTREPRENEURIAL LEARNING INITIATIVE SAYS THAT THOSE WITH AN ENTREPRENEURIAL MINDSET TEND TO:

- BELIEVE IN THEIR ABILITY TO SUCCEED AND INFLUENCE THEIR OWN OUTCOMES, EMPOWERING THEM TO TAKE OWNERSHIP OF THEIR LIVES.
- HAVE COMPELLING GOALS THAT KEEP THEM FUTURE-FOCUSED AND INTRINSICALLY MOTIVATED, DRIVING THEM TO BE SELF-DIRECTED, ACTION-ORIENTED, AND HIGHLY ENGAGED.
- HAVE AN OPTIMISTIC INTERPRETATION OF ADVERSE EVENTS AND SEE PROBLEMS AS POTENTIAL OPPORTUNITIES, BECOMING HIGHLY RESILIENT, RESOURCEFUL, AND SOLUTION-ORIENTED EVEN WITHIN HIGHLY UNCERTAIN, RESOURCE CONSTRAINED ENVIRONMENTS.
- BE LIFELONG KNOWLEDGE SEEKERS WITH A FOCUS ON MICRO-EXPERIMENTS AS LEARNING OPPORTUNITIES TO TEST IDEAS, CULTIVATING CURIOSITY, CREATIVITY, AND CRITICAL THINKING.
- DISPLAY A HIGH-LEVEL OF RELIABILITY, UNDERSTANDING THAT FOLLOWING THROUGH ON SIMPLE SOLUTIONS CAN LEAD TO UNFORESEEN OPPORTUNITIES.
- HAVE A HUMANISTIC OUTLOOK, BEING OTHER-FOCUSED AND UNDERSTANDING THAT ONE CREATES VALUE BY LOOKING TO SOLVE PROBLEMS FOR OTHERS.
- SURROUND THEMSELVES WITH AN INTENTIONAL COMMUNITY OF POSITIVE INFLUENCE AND CRITICAL GUIDANCE.

FOLLOWING THE ENTREPRENEURIAL LEARNING INITIATIVE WEBSITE, IT IS IMPORTANT TO NOTE THAT SUCCESSFUL ENTREPRENEURS ARE OFTEN TOUTED AS EXCEPTIONAL INDIVIDUALS; A RARE BREED WHO SEEM TO HAVE BEEN BORN WITH UNIQUE HEREDITARY TRAITS.

AN ENTREPRENEURIAL MINDSET CAN BE DEVELOPED AND ENHANCED THROUGH ENTREPRENEURIAL EXPERIENCES. AS WE CAN READ ON THE ENTREPRENEURIAL LEARNING INITIATIVE, TO CULTIVATE THE ENTREPRENEURIAL MINDSET, WE MUST CREATE ENTREPRENEURIAL LEARNING EXPERIENCES WITHIN OUR CLASSROOMS, ORGANIZATIONS AND COMMUNITIES.

IT ALSO INVOLVES AN EMPOWERING BELIEF, BEING CONFIDENT OF YOUR OPINIONS AND ACTIONS. AN ENTREPRENEURIAL MINDSET ALSO COMPRISES BELIEVING IN YOURSELF. SELF-CONFIDENCE IS ONE OF THE MOST IMPORTANT PILLARS TO ACHIEVE OUR GOALS. ENTREPRENEURS LOOK OPTIMISTIC BUT, AT THE SAME TIME, THEY MUST BE REALISTIC. SOMETIMES, BEING PRAGMATIC AND HAVING A DOWN TO EARTH PERSPECTIVE IS ALSO CRUCIAL TO FACE THE FACTS AND LOOK FOR CREATIVE SOLUTIONS. THEY MUST HAVE THEIR FEET ON THE GROUND BUT IT DOES NOT MEAN THAT THEY MUST FOLLOW THE ORDINARY PATH. STANDING FOR YOURSELF AND DEFENDING YOUR OWN OPINIONS, POINTS OF VIEW AND EXECUTIONS' WAY MAY HELP YOU TO GET TO AN ENTREPRENEURIAL MINDSET.





WE SHOULD NOT FORGET THAT AN ENTREPRENEURIAL MINDSET ALSO INCLUDES THE LACK OF FEAR OF FAILURE AS ENTREPRENEURS ARE COURAGEOUS AND BRAVE. THEY DO NOT ALLOW THEIR FEAR OF FAILURE TO PREVENT THEM FROM GOING FOR WHAT THEY WANT TO ACHIEVE.

AN ENTREPRENEURIAL MINDSET FORCES THEM NOT TO STAY TOO LONG IN THEIR COMFORT ZONE. THEY ACTUALLY LOOK FOR NEW SITUATIONS AND OPPORTUNITIES TO TEST THEMSELVES. THEY WANT TO GET OUT OF THEIR SAFE AND CONTROLLED AREA IN ORDER TO ACQUIRE MORE SKILLS. ENTREPRENEURS ARE STRONG AND RESILIENT PEOPLE WHO ARE ALWAYS LOOKING FOR CREATIVE SOLUTIONS TO THEIR PROBLEMS. LEAVING THE COMFORT ZONE FORCES THEM TO BE MORE ALERT AND TO SEE WHAT THEY CAN LEARN FROM THE NEW CONTEXT.

GETTING OUT OF THE COMFORT ZONE WILL TRACK THEM TO THE GROWTH ZONE, WHICH IS THE GOAL OF IT.



WE CAN REPRESENT IT LIKE THIS:

1. COMFORT ZONE (FEEL SAFE AND IN CONTROL)
2. FEAR ZONE (LACK OF SELF-CONFIDENCE, ANXIETY)
3. LEARNING ZONE (DEVELOPING AND ACQUIRING NEW SKILLS)
4. GROWTH ZONE (LIVE DREAMS AND SET NEW GOALS)

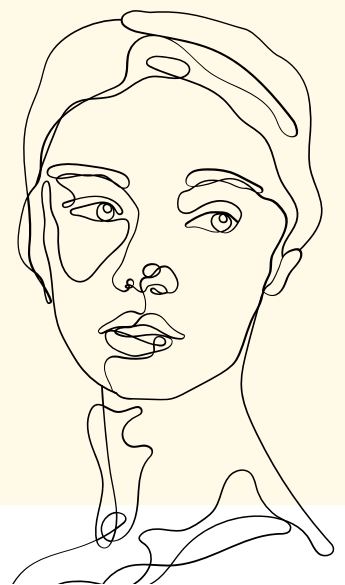
## 2.5. OTHER SKILLS (LANGUAGE SKILLS OR FINANCIAL SKILLS)

IN ORDER TO RUN A BUSINESS WE NEED TO HAVE AND TO DEVELOP MULTIPLE AND VARIOUS TYPES OF SKILLS. WE HAVE ALREADY TALKED ABOUT SOME OF THEM, BUT WE CAN NOT SKIP THE LANGUAGE SKILLS OR THE FINANCIAL ONES. BOTH OF THEM ARE ALSO VERY IMPORTANT IF WE WANT TO SET UP A BUSINESS IN ANY FIELD. PLEASE REMEMBER THAT WE ALL CAN GET BETTER ON THEM IF WE WORK HARD AND PRACTICE.

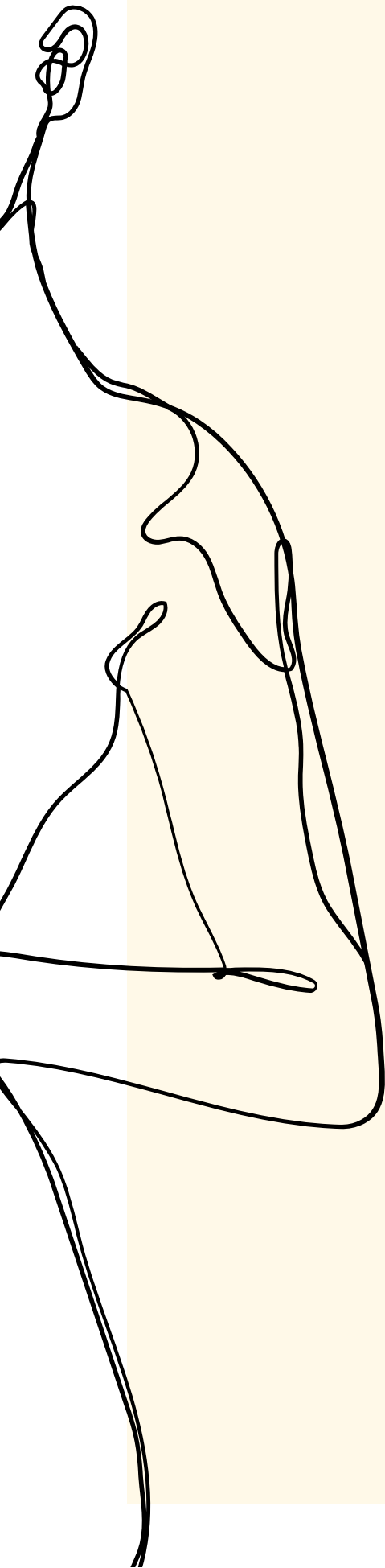
TALKING ABOUT LANGUAGE SKILLS, THEY ARE NOT ONLY THE KNOWLEDGE OF THE LANGUAGE AND GRAMMAR ITSELF, BUT ALSO THE WAY PEOPLE COMMUNICATE TO EACH OTHER, HOW THEY MARK THE DISTANCE BETWEEN CATEGORIES, LIKE SELLER-BUYER OR SUPPLIER-CUSTOMER. IT IS ABOUT HOW DIRECT OR INDIRECT THEY ARE WHEN USING THE LANGUAGE AND IT ABSOLUTELY INVOLVES THE CULTURE OF THE PLACE WE ARE IN.

IN ORDER TO USE AND ADAPT THE WAY TO SPEAK TO YOUR AUDIENCE, WHOEVER THEY ARE, YOU NEED TO KNOW IF YOU ARE LIVING IN A COUNTRY WHERE PEOPLE ARE EXTREMELY POLITE OR DIRECT, AS YOU WOULD NEED TO ADAPT THE WAY YOU COMMUNICATE BY USING MORE POLITE EXPRESSIONS OR GOING STRAIGHT TO THE POINT, FOR INSTANCE.

WE NEED TO NOTE THAT, NORMALLY, WHEN WE ARE SPEAKING IN A ORAL CONVERSATION WE TEND TO BE MORE NATURAL AND EASY GOING THAN WHEN WE WRITE A LETTER. LANGUAGE SKILLS COMPRISE ALL OF THEM.



WE CAN DIVIDE LANGUAGE SKILLS IN FOUR MAIN GROUPS, AS FOLLOWS:



1. LISTENING: LEARNING FROM OTHERS. IT IS VERY IMPORTANT TO PAY ATTENTION TO OTHERS, SO YOU CAN COPY THE WAY THEY COMMUNICATE. IT IS ALSO VERY IMPORTANT TO ANALYSE THE CONTEXT THEY ARE SPEAKING IN, AS IT WILL HELP YOU TO GET TO THE BEST “LANGUAGE ADAPTATION”. FOR EXAMPLE, YOU WOULD NEED TO USE DIFFERENT WORDS OR EXPRESSIONS IF YOU CAN TARGET OLDER PEOPLE OR A TEENAGE AUDIENCE.

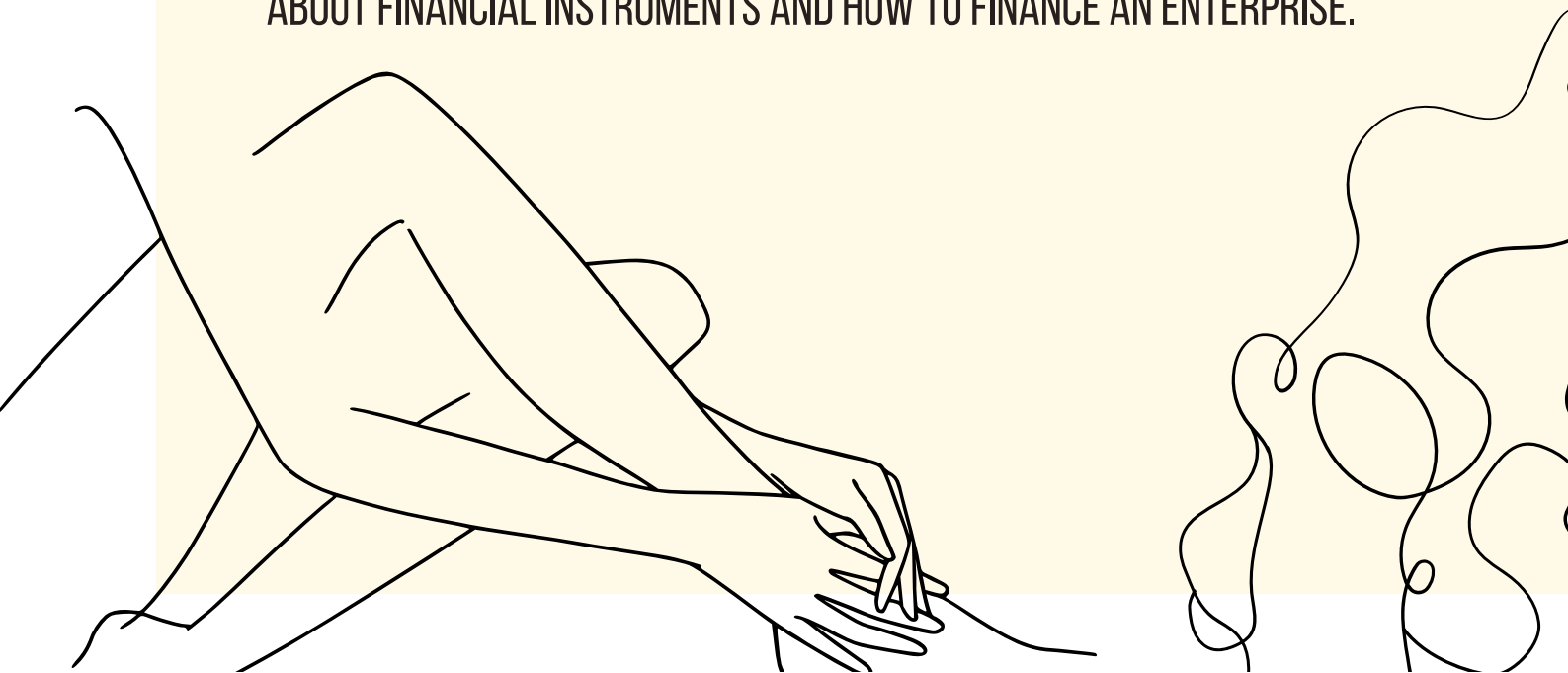
2. SPEAKING: COPYING HOW OTHERS SPEAK. SOMETIMES WE CAN USE THEIR EXPRESSIONS AND WORDS BY IMITATION. CONTEXT IS ALSO VERY RELEVANT AS IT WILL GUIDE US ABOUT THE COMMUNICATION-MANNER WE WILL NEED TO USE.

3. READING: WHILE READING NEWSPAPERS, BOOKS, LETTERS OR ARTICLES WE CAN LEARN HOW TO ADAPT OUR VOCABULARY TO DIFFERENT CONTEXTS.

4. WRITING: REPRODUCING AND ADAPTING THE LANGUAGE OR SLANG. WE MUST NOTE THE DIFFERENCE BETWEEN WRITING TO THE COUNCIL TO GET SOME FINANCIAL BENEFITS THAN WRITING A SHORT POST ABOUT A CERTAIN CREATION OR A COOKING RECIPE. EACH GROUP, AUDIENCE OR READERS CLAIMS A DIFFERENT LANGUAGE APPROACH.

REGARDING THE FINANCIAL SKILLS, THEY ARE THE ONES THAT HELP US TO ANALYSE AND EVALUATE THE FINANCIAL RESOURCES NEEDED TO SET UP A BUSINESS. WE ARE NOT TALKING ABOUT DEEP KNOWLEDGE OF MATHS, BUT TO BE UPDATED ABOUT THE FINANCIAL AND ECONOMICAL PART OF THE BUSINESS. THIS MAY INCLUDE SEARCHING FOR DIFFERENT FUNDING SOURCES, CONTROLLING FINANCIAL ACTIVITIES OR BEING ABLE TO TRACK AND MANAGE FINANCIAL TRANSACTIONS.

FIRST OF ALL, WE STRONGLY RECOMMEND KEEPING YOUR PERSONAL AND BUSINESS FINANCES SEPARATE. SECOND, YOU WILL NEED TO KEEP ALL INVOICES WITH YOU FOR SEVERAL YEARS, SO IT IS HIGHLY RECOMMENDED TO WORK HARD ON A WEEKLY BASIS ON THE FINANCIAL PART OF THE BUSINESS, SO YOU CAN GO LITTLE BY LITTLE CREATING YOUR OWN BUDGET. IN CASE OF UNFORESEEN EXPENSES YOU WILL BE MUCH MORE PREPARED TO FACE IT AND TO FIND A SOLUTION IF YOU HAVE BEEN WORKING CLOSELY WITH THE FINANCE OF YOUR BUSINESS. BE TIDY AND NEAT WITH RECEIPTS, INVOICES AND FINANCIAL DOCUMENTS AS YOU MAY NEED THEM. WE WILL DEVELOP THIS PART OF FINANCIAL SKILLS/ KNOWLEDGE IN MODULE 12, WHERE WE WILL TALK ABOUT FINANCIAL INSTRUMENTS AND HOW TO FINANCE AN ENTERPRISE.



# EXERCISE

- LANGUAGE SKILLS. EXPLAIN TO YOUR PARTNERS WHICH TYPE OF LANGUAGE YOU WOULD USE IN THE FOLLOWING SITUATIONS. GIVE CONCRETE EXAMPLES OF THE SENTENCES YOU WOULD WRITE/TELL.

1. YOU ARE TELEPHONING YOUR CITY HALL IN ORDER TO BE EXPLAINED HOW YOUR NEW BUSINESS CAN BE FUNDED.

2. YOU ARE GOING TO POST A SHORT VIDEO ABOUT THE NEW EVENTS TO COME IN YOUR CITY REGARDING YOUR SMALL ART GALLERY.

3. IN YOUR BLOG, YOU ARE GOING TO WRITE ABOUT YOUR NEW PRODUCT AND ITS BENEFITS.



## **UNIT 3 – PREPARATION OF THE PROJECT WORK. THE IDEA OF MY PROJECT.**

THE PREPARATION OF THE PROJECT INVOLVES A LOT OF WORK, EFFORT, TIME AND ENERGY. HOWEVER, IT IS ESSENTIAL TO HAVE PREVIOUSLY WORKED ON IT, IN A METHODOICAL WAY, TO BE ABLE TO START A NEW PROJECT, A NEW IDEA THAT WILL BECOME A BUSINESS.

IT IS ABOUT ANALYZING, EVALUATING, BREAKING DOWN AND EXAMINING THE ORIGINAL IDEA OF THE PROJECT THAT WE WANT TO CARRY OUT IN ORDER TO STUDY ITS VIABILITY AND REAL POSSIBILITY OF STARTING IT UP.

WE NEED TO TAKE OUT TIME AND FORESEE WHAT WE WANT TO DO AND WHERE WE WANT TO BE IN THE FUTURE, REGARDING OUR PROJECT. IT WILL TAKE TIME TO SHAPE OUR IDEA AND BRING IT TO LIFE. FOR SURE IT WILL REQUIRE TIME AND EFFORT.



THERE ARE A LOT OF THINGS TO TAKE INTO CONSIDERATION BUT WE CAN MAINLY TALK ABOUT THE FOLLOWING ONES:

- IDEA = PASSION

IT IS VERY IMPORTANT THAT WE JUST FOCUS OUR ENERGY TO DEVELOP A PROJECT WE BELIEVE IN AND THAT WE ACTUALLY WANT TO WORK WITH. THINK CAREFULLY AND TWICE. THIS IS NOT A SPRINT BUT A MARATHON. IT IS CRUCIAL TO WORK ON SOMETHING WE LIKE OR WE HAVE DEEP KNOWLEDGE AS IT WILL HELP US IN FUTURE STEPS. BUT IT IS VERY IMPORTANT THAT YOU DON'T FEEL HELD BACK BY THE FACT YOU DON'T KNOW ABOUT A CERTAIN TOPIC, SINCE IT SHOULD NOT PREVENT YOU FROM ACHIEVING YOUR GOALS. INFORMATION CAN ALWAYS BE FOUND. WE SUGGEST GETTING AS MUCH INFORMATION AS POSSIBLE REGARDING THE SECTOR YOU WOULD LIKE TO WORK IN. EVEN TAKING A COURSE WOULD BE A GREAT AND VALUABLE IDEA. THE MORE KNOWLEDGE YOU HAVE, THE BETTER YOU CAN FACE THE SETTING UP PROJECT.

- PURPOSE

WHAT PROBLEM DO WE WANT TO SOLVE? WE MUST THINK ABOUT THE SOLUTION THAT WE GIVE TO THE PEOPLE, TO THE AUDIENCE ABOUT A CERTAIN PROBLEM THAT WE WANT TO SOLVE. DOES OUR PRODUCT OR SERVICE PROVIDE OUR CUSTOMERS WHAT THEY REALLY NEED? WE SUGGEST WRITING DOWN A SHORT SUMMARY OF YOUR PROJECT IDEA, SO IT COULD BE EASILY EXPLAINED TO SOMEONE UNFAMILIAR WITH IT. THIS DEFINITION OF THE PROJECT WILL HELP YOU TO GET CLEAR IDEAS ABOUT YOUR FUTURE BUSINESS.

- **PLANNING AND APPRAISAL**

WE NEED TO DECOMPOSE EVERY BUSINESS IDEA INTO ALL THE PROCESSES THAT THE BUSINESS IS FORMED BY. AFTER THAT, ALL OF THEM NEED TO BE EVALUATED UNDER DETAILED APPRAISAL. WHAT DO I NEED TO COMPLETE THE DIFFERENT PROCESSES THAT MY PRODUCT HAS? WE NEED TO CHECK WHAT WE NEED IN ORDER TO EXECUTE OUR BUSINESS IDEA (WE MIGHT NEED AN OFFICE, OR GET SOME MUSIC INSTRUMENTS, OR BUY CERTAIN TYPES OF CLOTHES OR ELECTRONIC DEVICES...).

- **VALUE IS THE KEY**

ALL ACTIVITIES MUST BE TAKEN INTO ACCOUNT IN ORDER TO BE EVALUATED. DO THEY ADD ANY VALUE? NOWADAYS, AS CONSUMERS, WE HAVE EVERYTHING WE MAY NEED. SO WE LOOK FOR NEW THINGS, SERVICES, PRODUCTS OR EXPERIENCES THAT GIVE US SOMETHING MORE, A “PLUS”, THAT IS, WE ARE LOOKING FOR SERVICES OR EXPERIENCES WITH SIGNIFICANT ADDED VALUE. THIS ADDED VALUE CAN BE OFFERED IN SO MANY DIFFERENT WAYS, BUT IT IS A KEY FACTOR OF SUCCESS. WE MUST DIFFERENTIATE OUR SERVICE, PRODUCT OR EXPERIENCE FROM ANY OTHER.

- **ECONOMIC VIABILITY**

WE HAVE ALREADY TALKED A BIT ABOUT THIS MAIN ISSUE AND WILL DEVELOP MORE CONTENT IN OTHER UNITS. BUT, OF COURSE, IT IS ABSOLUTELY MANDATORY TO MAKE A PREVIOUS ECONOMIC PLAN IF WE WANT TO SUCCEED IN BUSINESS. THIS ECONOMIC VIABILITY INCLUDES ALSO A TRUE COST/BENEFIT ANALYSIS.



AFTER THESE STEPS WE MIGHT INITIATE OUR ACTIVITY. THE EXECUTION OF THE PROJECT INVOLVES MONITORING AND CONTROLLING ALL ASPECTS, PROCESSES AND ACTIVITIES WITHIN IT. THROUGH THIS KIND OF APPRAISAL WE CAN CHECK IF ALL PROCESSES ARE WORKING PROPERLY, OR NOT. IT WILL HELP US TO VERIFY WHICH KIND OF CHANGES WE NEED TO TAKE OR ANY OTHER MODIFICATION WE NEED TO ADJUST. THIS MONITORING AND EVALUATING PART IS A NEVER-ENDING PART THAT WILL NEED TO BE IMPLEMENTED. WITH IT WE WANT TO KNOW IF THINGS ARE BEING DONE IN A PROPER WAY.

## EXERCISE

- THINK ABOUT YOUR OWN BUSINESS IDEA (5 MINUTES). WRITE DOWN IN A PAPER A TWO-LINE SUMMARY IN ORDER TO EXPLAIN IT BRIEFLY. EXPLAIN TO YOUR PARTNERS WHAT YOU WANT TO DO. LET THEM TELL YOU THEIR IDEAS, PROS AND CONS ABOUT YOUR PROJECT.
- MR. X IS WORKING ON HIS BUSINESS IDEA. ALTHOUGH HE HAS BEEN WORKING FOR SEVERAL YEARS AS A HOTEL RECEPTIONIST HE WANTS TO SET UP A SMALL TROPICAL FRUIT STORE. HE KNOWS NOTHING ABOUT FRUIT AND HAS NO CONTACTS IN THIS FIELD. WHAT WOULD YOU SUGGEST TO MR. X BEFORE SETTING UP HIS BUSINESS? WOULD IT BE RISKY TO OPEN A TROPICAL FRUIT STORE? EXPLAIN YOUR ANSWERS AND DEBATE ABOUT DIFFERENT POINTS OF VIEW.



# QUESTIONNAIRE MODULE 1

1. WHAT IS THE MEANING OF COACHING? CHOOSE FROM THE FOLLOWING OPTIONS:

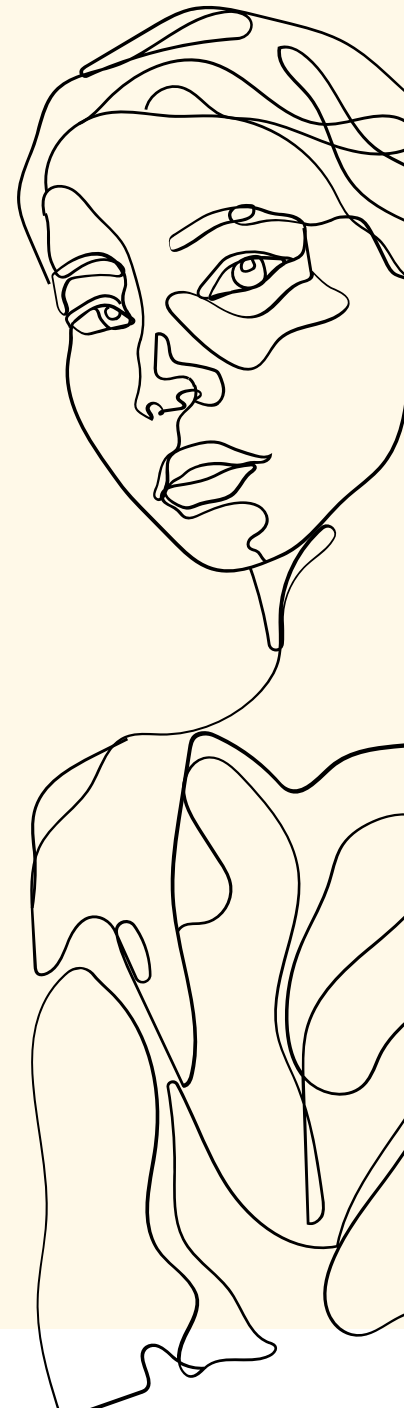
- A. COACHING IS A WAY OF HELPING OTHERS TO LEARN AND A FORM OF DEVELOPMENT
- B. COACHING MEANS HELPING OTHER PROFESSIONALS
- C. COACHING MEANS ENCOURAGING
- D. COACHING IS A SYNONYM OF CHEERLEADER

2. CRITICAL THINKING, TEAMWORK AND RESILIENCE ARE...

- A. HARD SKILLS
- B. SOFT SKILLS
- C. ENTREPRENEURIAL MINDSET
- D. THEY ARE PART OF THE TEAM WORK SKILLS

3. WHAT COMES NEXT AFTER THE COMFORT ZONE?

- A. NEW ZONE
- B. FEAR ZONE
- C. FORBIDDEN ZONE
- D. LEARNING ZONE

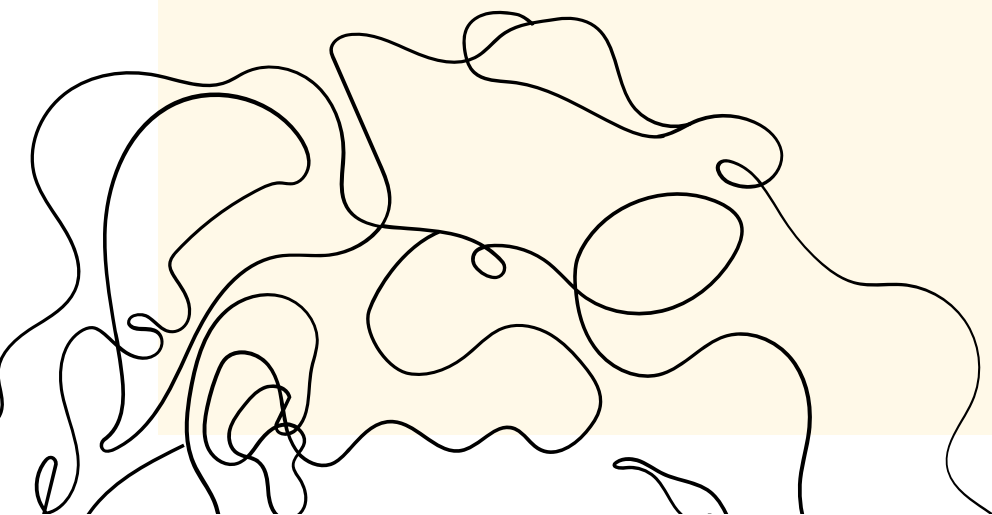
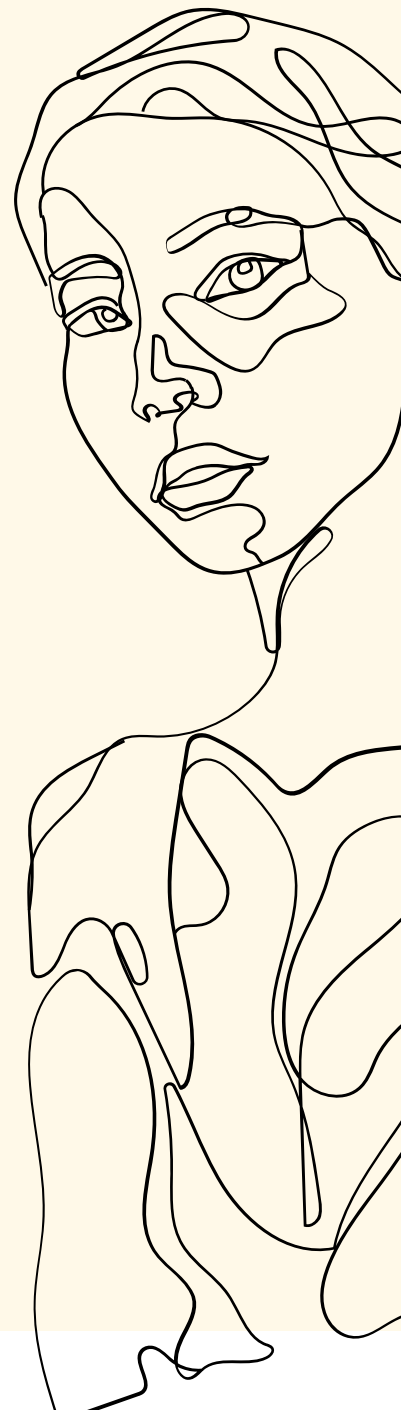


4. TO HAVE AN ENTREPRENEURIAL MINDSET INVOLVES...

- A. TO BE SCARED OF NEW CHALLENGES
- B. HAVING A IN-DEPTH FINANCIAL KNOWLEDGE
- C. TO BE RICH
- D. THE ABILITY TO SUCCEED AND HAVE AN OPTIMISTIC INTERPRETATION OF ADVERSE EVENTS AND SEE PROBLEMS AS POTENTIAL OPPORTUNITIES, AMONG OTHER ASPECTS.

5. WHAT IS THE MEANING OF HARDWARE?  
GIVE SOME EXAMPLES.

- A. OPERATING SYSTEMS, APPLICATIONS, WEB BROWSERS.
- B. TO BE A TOUGH WOMAN.
- C. PHYSICAL COMPONENTS OF THE COMPUTER. EXAMPLES: KEYBOARD, MONITOR, MOUSE OR PRINTER.
- D. HARDWARE MEANS COMPUTERS.



## **ONLINE EXERCISES:**

1. CHOOSE ONE OF THE SOFT SKILLS WE HAVE BEEN TALKING ABOUT IN THIS CHAPTER. WRITE A SHORT ESSAY REGARDING IT AND LINK IT TO YOUR OWN EXPERIENCE. HOW CAN YOU IMPROVE IT DURING YOUR DAILY ROUTINE? (100-150 WORDS).

2. EMAIL EXERCISE: DIVIDE THE CLASSMATES IN GROUPS OF TWO. ONE OF YOU MUST WRITE AN EMAIL TO THE OTHER ONE ATTACHING CERTAIN PDF DOCUMENTATION. YOUR COLLEAGUE MUST REPLY TO YOUR EMAIL BY ATTACHING A DIFFERENT DOCUMENT TO THE EMAIL.

3. MY BUSINESS IDEA. IT IS TIME FOR YOU TO START DEVELOPING YOUR BUSINESS IDEA! TAKE YOUR TIME AND THINK CAREFULLY ABOUT THE TYPE OF BUSINESS YOU WANT TO DEVELOP. WE SUGGEST FOLLOWING THE FIVE-STEP-PREPARATION AND ANSWER THESE QUESTIONS IN THE MEANTIME:

- WHAT DO I WANT TO DO? DO I KNOW THIS SECTOR OF WORK? HOW CAN I IMPROVE MY KNOWLEDGE? DO I HAVE CONTACTS IN THIS SECTOR?
- WHAT IS MY PURPOSE? WE SUGGEST WRITING DOWN A SHORT SUMMARY OF YOUR PROJECT IDEA, SO IT COULD BE EASILY EXPLAINED TO SOMEONE UNFAMILIAR WITH IT.

- WHAT DO I NEED TO COMPLETE THE DIFFERENT PROCESSES THAT MY PRODUCT HAS? DECOMPOSE THE TOTAL PROCESS OF YOUR BUSINESS IDEA INTO SMALL ACTIVITIES. EXPLAIN THEM. HOW CAN I MONITOR THEM TO CHECK IF THEY ARE WORKING PROPERLY?
- REGARDING THE ACTIVITIES, DO THEY ADD MORE VALUE TO MY PRODUCT? HOW CAN I DIFFER FROM ANY OTHER?
- IS MY BUSINESS ECONOMICALLY VIABLE? MAKE A SMALL ECONOMICAL PLAN TO EXPLAIN IT FURTHER.



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[HTTPS://ELIMINDSET.COM/ENTREPRENEURIAL-LEARNING/WHAT-IS-MINDSET/#:~:TEXT=AN%20ENTREPRENEURIAL%20MINDSET%20IS%20A,AN%20ENTREPRENEURIAL%20MINDSET%20TEND%20TO%3A&TEXT=HAVE%20A%20HUMANISTIC%20OUTLOOK%2C%20BEING,SOLVE%20PROBLEMS%20FOR%20OTHERS%3B%20AND](https://elimindset.com/entrepreneurial-learning/what-is-mindset/#:~:text=AN%20ENTREPRENEURIAL%20MINDSET%20IS%20A,AN%20ENTREPRENEURIAL%20MINDSET%20TEND%20TO%3A&text=HAV%20A%20HUMANISTIC%20OUTLOOK%2C%20BEING,SOLVE%20PROBLEMS%20FOR%20OTHERS%3B%20AND)



# MODULE 2: COMPUTER LITERACY

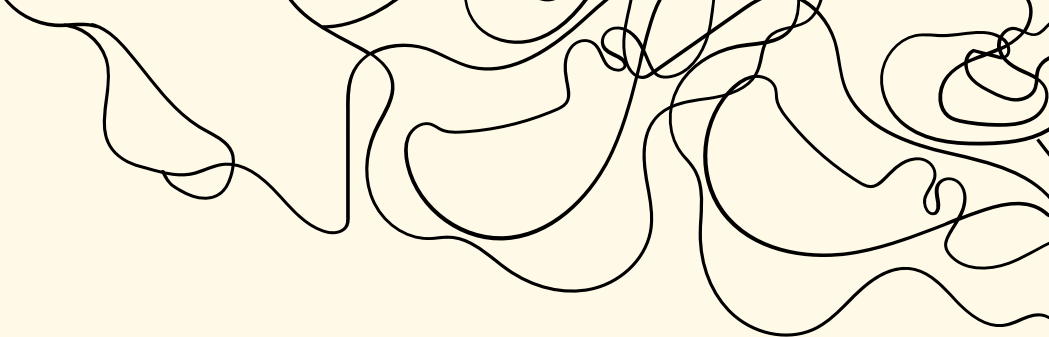
## UNIT 1 - BASIC THINGS ABOUT COMPUTERS

FOLLOWING THE FINNISH EDUCATION WEBSITE PEDU, WE CALL COMPUTERS TO ANY ELECTRONIC DEVICE THAT OPERATES UNDER THE CONTROL OF PROGRAMS STORED IN ITS OWN MEMORY UNIT. IT IS AN ELECTRONIC MACHINE THAT PROCESSES RAW DATA TO GIVE INFORMATION AS OUTPUT. A COMPUTER IS CAPABLE OF STORING LARGE AMOUNTS OF DATA OR INSTRUCTIONS IN A VERY SMALL SPACE. NOWADAYS, WE HAVE NOT ONLY THE TRADITIONAL COMPUTER, BUT ALSO LAPTOPS, TABLETS OR EVEN A SMARTPHONE. ALL COMPUTERS ARE MADE OF ELECTRONIC COMPONENTS AND HAVE SOME THINGS IN COMMON: THEY ALL HAVE HARDWARE AND SOFTWARE. IN MODULE 1 WE HAVE TALKED A BIT ABOUT THEIR MEANING BUT IT IS ALWAYS GOOD TO REFRESH IT:

**SOFTWARE** ARE THE OPERATING SYSTEMS, DATA OR PROGRAMS TO EXECUTE SPECIFIC TASKS. FOR INSTANCE, AUDIO PLAYER, VIDEO PLAYER, PHOTO EDITOR... WE USE ANY OF THESE PROGRAMS TO CREATE A VIDEO OR TO RECORD A FILM OR TO EDIT SOME PICTURES.







**HARDWARE**, ON THE OTHER HAND, IS ANY PART OF THE COMPUTER THAT HAS A PHYSICAL STRUCTURE. IT DIVIDES INTO THE INSIDE PARTS OF THE COMPUTER. SOME EXAMPLES ARE THE MONITOR OR THE MOUSE. INSIDE THE COMPUTER CASE ARE VARIOUS COMPONENTS THAT ALLOW THE COMPUTER TO RUN:

- **CPU**

THE CENTRAL PROCESSING UNIT, SO-CALLED CPU, DOES NEARLY ALL THE CALCULATION. IT IS THE MAIN MICROCHIP IN THE COMPUTER AND ITS MAIN PURPOSE IS DISTRIBUTING TASKS TO ALL OTHER PARTS OF THE COMPUTER.

- **MEMORY**

RAM (RANDOM ACCESS MEMORY) IS THE MOST IMPORTANT “MEMORY” OF THE COMPUTER AS IT KEEPS WITHIN IT DATA OR PROGRAMS USED.

- **HARD DRIVE**

IT STORES AND RETRIEVES DIGITAL DATA. WE COULD SAY THAT THE HARD DRIVE IS THE WAREHOUSE OF THE COMPUTER. IT KEEPS DATA EVEN AFTER THE POWER IS TURNED OFF OR UNTIL THE USER DECIDES TO ERASE IT.

BESIDES THIS BASIC KNOWLEDGE OF THE DIFFERENT PARTS OF A COMPUTER, WE WOULD LIKE TO TALK AND DEVELOP THE MEANING OF OPERATING SYSTEMS. WHAT IS IT? AN OPERATING SYSTEM IS A SOFTWARE WHICH PERFORMS ALL THE BASIC TASKS LIKE FILE MANAGEMENT, MEMORY MANAGEMENT, PROCESS MANAGEMENT, HANDLING INPUT AND OUTPUT, AND CONTROLLING PERIPHERAL DEVICES SUCH AS DISK DRIVES OR PRINTERS, LE'S ANDROID OS.

FOLLOWING THE TUTORIAL POINT WEBSITE. THEY ALSO POINT TO SOME RELEVANT FUNCTIONS OF AN OPERATING SYSTEM LIKE THE MEMORY MANAGEMENT, THE PROCESSOR MANAGEMENT OR THE CONTROL OVER THE SYSTEM PERFORMANCE. SOME EXAMPLES ARE APPLE MACOS, MICROSOFT WINDOWS OR GOOGLE.

### **EXERCICES:**

- IN GROUPS OF TWO OR THREE CONFIRM IF THEY ARE HARDWARE OR SOFTWARE? GOOGLE CHROME? SKYPE? USB? PRINTERS? VIDEO PLAYER? MOUSE?
- YOUR TEACHER WILL SHOW A PICTURE OF A COMPUTER THAT INCLUDES SOME OTHER COMPONENTS. CAN YOU NAME THEM? DO YOU KNOW WHAT THEY ARE MADE FOR?



## UNIT 2 – WIFI AND HOW TO ACCESS TO IT

LET'S START FROM THE VERY BEGINNING. WE CAN SAY THAT NOWADAYS THE INTERNET IS EVERYWHERE, BUT DO WE REALLY KNOW WHAT THE INTERNET IS? THE INTERNET IS A SYSTEM OF COMPUTER NETWORKS. IT ALLOWS US TO GET INFORMATION, TO SHARE PHOTOS, AND TO COLLECT DATA FROM ALMOST EVERYWHERE. IN ORDER TO GET INTO THE INTERNET, WE NEED TO CONNECT OUR ELECTRONIC DEVICE TO A NETWORK (PRIVATE OR PUBLIC – PREFERENTIALLY A PRIVATE ONE) AND RIGHT AFTER THAT, WE CAN SURF THE INTERNET, READ WORLDWIDE NEWSPAPERS OR BUY THINGS FROM A STORE IN ANOTHER COUNTRY. THE INTERNET HAS BROKEN ALL BARRIERS AND BORDERS. MAYBE IT WOULD BE FAIR TO SAY THAT IF YOUR BUSINESS IS NOT IN INTERNET, THEN YOU DON'T HAVE A "REAL BUSINESS". IT WILL ABSOLUTELY HELP YOU TO ENLARGE OUR AUDIENCE AND OUR TARGET GROUP AND THANKS TO THE INTERNET OUR PRODUCTS CAN BE SOLD IN PLACES REALLY FAR FROM OUR HOMES.

IN SHORT, THE INTERNET IS THE NETWORK THAT WILL CONNECT OURSELVES AND OUR BUSINESS TO THE REST OF THE WORLD. THIS TECHNOLOGY IS AT OUR FINGERTIPS SO LET'S EMBRACE IT AND CONNECT TO THE INTERNET!



## 2.1. WIFI AND HOW IT WORKS

WIFI IS THE MOBILE TECHNOLOGY THAT CONNECTS DIFFERENT DEVICES (LIKE COMPUTERS, LAPTOPS OR SMARTPHONES) TO THE INTERNET. THIS TECHNOLOGY ALLOWS US TO INTERCONNECT WIRELESSLY. WE WILL NOT GET INDEPTH INTO THIS TECHNOLOGY BUT WE NEED TO KNOW THAT THANKS TO IT THE WORLD IS MUCH MORE EASILY INTERCONNECTED AND THE INTERNET IS AVAILABLE TO ALMOST EVERYONE. WIFI IS A WIRELESS NETWORK THAT, AS ITS NAME ALREADY SAYS, DOES NOT NEED A CABLE CONNECTION TO GET INTO THE INTERNET. WE WILL EXPLAIN HOW IT WORKS:

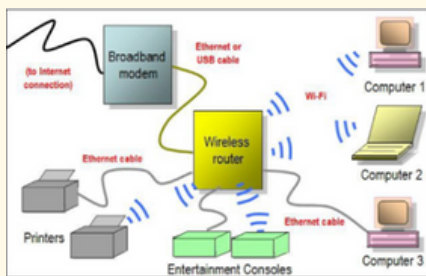


PHOTO THE PEERLESS-AV BLOG / WIRELESS ROUTER NETWORK DIAGRAM

WE CAN FIND A SIMPLE EXPLANATION OF HOW THE WIRELESS ROUTER WORKS ON THE THE PEERLESS-AV BLOG, THEY EXPLAIN THAT A COMPUTER'S WIRELESS ADAPTER TRANSLATES DATA INTO A RADIO SIGNAL AND TRANSMITS IT USING ITS INTERNAL ANTENNA, ALTHOUGH THE RADIO FREQUENCIES ARE DIFFERENT FROM THE ONES USE IN THE CAR RADIOS OR WALKIES-TALKIES. A WIRELESS ROUTER RECEIVES THE SIGNAL AND DECODES IT BACK TO ITS INITIAL DATA STREAM. THE ROUTER THEN SENDS THAT DATA STREAM OVER A HARD-WIRED ETHERNET CONNECTION TO THE INTERNET. THIS PROCESS ALSO WORKS THE SAME IN REVERSE, WHICH ENABLES 2-WAY COMMUNICATION.

## 2.2. WIFI AND INTERNET CONNECTION FOR EVERYONE!

MOST OF US GOT A SMARTPHONE WHICH IS CONNECTED TO THE INTERNET. WE HAVE A NETWORK-NAME FOR IT THAT INCLUDES A PASSWORD. ONCE THE PASSWORD IS ENTERED WE CAN SURF THE INTERNET FROM OUR MOBILES. EVEN AT HOME, IF WE HAVE AN INTERNET CONNECTION WE HAVE A NETWORK-NAME FOR IT AND, OF COURSE, A PASSWORD. WE CAN GET INTO THE INTERNET IF WE CONNECT TO OUR “NETWORK” AND INCLUDE THE PASSWORD.

MOREOVER, IF WE HAVE AT HOME A WIRELESS ROUTER IT WILL ALLOW US TO CONNECT TO THE INTERNET FROM DIFFERENT DEVICES. NOW WE KNOW THAT WIFI IS THE TECHNOLOGY THAT ALLOWS US TO SURF THE INTERNET FROM DIFFERENT DEVICES AT THE SAME TIME. WE JUST REQUIRE ONE RELEVANT ELEMENT, WHICH IS A ROUTER, THAT MANAGES ALL THE CONNECTIONS TO THE INTERNET. WE CAN SAY THAT THE MODEM IS INSIDE OF IT. THROUGH IT, AND ONCE THE PASSWORD IS INCLUDED, WE CAN SURF THE INTERNET.

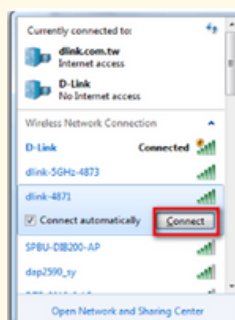


PHOTO DLINK WEBSITE.

[HTTPS://EU.DLINK.COM/ES/ES/SUPPORT/FAQ/ROUTERS/MYDLINK-ROUTERS/DIR-880L/ES\\_DIR-880L\\_CONECTAR\\_MI\\_ORDENADOR\\_WI\\_FL\\_A\\_MI\\_ROUTER](https://eu.dlink.com/es/es/support/faq/routers/mydlink-routers/dir-880l/es_dir-880l_conectar_mi_ordenador_wi-fi_a_mi_router)

## 2.3. HOW CAN I CONNECT MY COMPUTER TO WIRELESS INTERNET CONNECTION AT HOME?

IF YOU WANT TO CONNECT ANY DEVICE TO THE INTERNET ON A WIRELESS BASIS JUST FOLLOW THE NEXT STEPS AND GET HELPED BY THE IMAGES:

- LOOK FOR THE WIRELESS INTENSITY CONNECTION BUTTON (NORMALLY CLOSE TO THE TIME AND DATE). CLICK ON IT.
- SELECT FROM THE LIST THE WIRELESS NETWORK YOU WANT TO CONNECT TO.

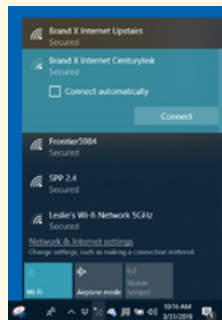


PHOTO BRAND X INTERNET  
[BRANDX.NET/SUPPORT/COMPUTERS-NETWORKING/WINDOWS-10-NETWORK-CONFIGURATION/WINDOWS-10-NETWORKING.HTML](https://brandx.net/support/computers-networking/windows-10-network-configuration/windows-10-networking.html)

- CLICK THE “CONNECT” BUTTON AND IT WILL ASK YOU FOR THE PASSWORD.

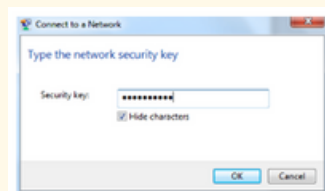
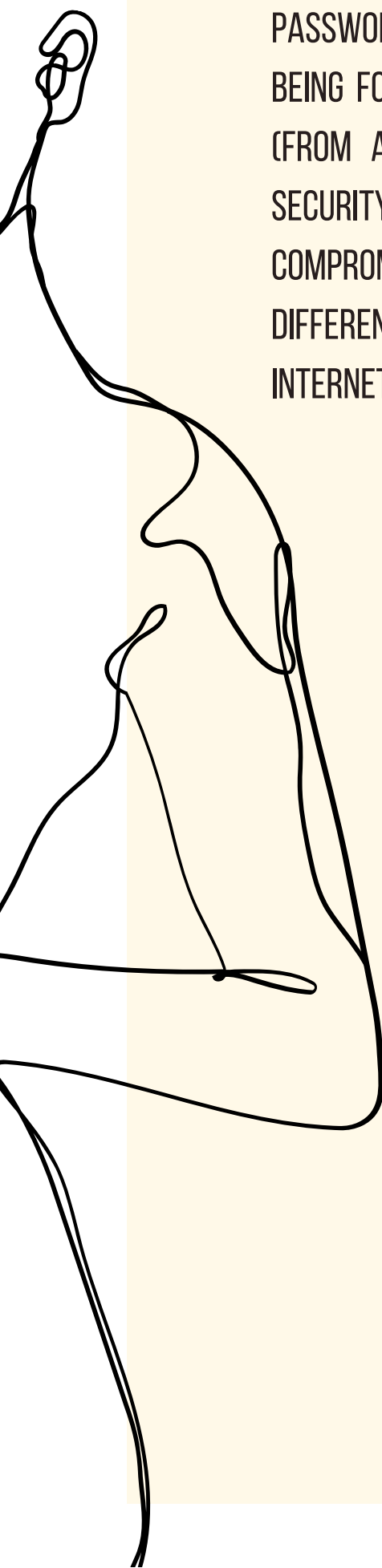


PHOTO DLINK WEBSITE.  
[HTTPS://EU.DLINK.COM/ES/ES/SUPPORT/FAQ/ROUTERS/MYDL-INK-ROUTERS/DIR-880L/ES\\_DIR-880L\\_CONECTAR\\_MI\\_ORDENADOR\\_WI\\_FI\\_A\\_MI\\_ROUTER](https://eu.dlink.com/es/es/support/faq/routers/mydl-ink-routers/dir-880l/es_dir-880l_conectar_mi_ordenador_wi-fi_a_mi_router)

- YOUR COMPUTER WILL BE NOW CONNECTED. AND IT WILL AUTOMATICALLY DO SO WHENEVER IT WILL BE CLOSE TO THE ROUTER. IT WORKS THE SAME FOR SMARTPHONES.



WE ADVISE YOU TO ALWAYS USE PRIVATE NETWORKS (USING A PASSWORD WHICH IS NOT KNOWN BY ALL OF THE PEOPLE), WITHOUT BEING FOR PUBLIC USE. THE NETWORKS OF SOME OF THESE PLACES (FROM AIRPORTS TO COFFEE SHOPS) ARE NETWORKS WITH LOW SECURITY IN WHICH YOUR PERSONAL, BANKING OR PHOTO DATA CAN BE COMPROMISED. PLEASE TAKE INTO CONSIDERATION THAT THERE ARE DIFFERENT WAYS OF CONNECTIONS, WITHOUT SIGNING A HOME INTERNET CONTRACT. OTHER POSSIBLE OPTIONS ARE:

**MOBILE HOTSPOT:**

MOBILE HOTSPOT ALLOWS YOU TO SHARE YOUR TELEPHONE'S MOBILE DATA CONNECTION WITH OTHER DEVICES. GOING FURTHER, WIFI HOTSPOTS ARE INTERNET ACCESS POINTS THAT ALLOW YOU TO CONNECT TO A WIFI NETWORK USING YOUR SMARTPHONE OR LAPTOP WHEN YOU ARE AWAY FROM YOUR (HOME) NETWORK.

**MIFI:**

IT IS A PORTABLE ROUTER THAT ACTS AS A HOTSPOT FOR YOUR ELECTRONIC DEVICE (A CELL PHONE, TABLET, OR A COMPUTER). YOU CAN CONNECT TO WI-FI WITHOUT WORRYING ABOUT USING YOUR CELLULAR OR MOBILE DATA. ALTHOUGH MIFI IS A BRAND NAME WE ACTUALLY USE IT TO DESCRIBE A WIRELESS ROUTER THAT WORKS AS A MOBILE WIFI HOTSPOT (WE ALREADY HAVE TALKED ABOUT WIFI HOTSPOT BEFORE).

## **EXERCISES:**

DIVIDE THE CLASSROOM IN GROUPS OF THREE. COMMENT IN YOUR GROUPS HOW MANY ELECTRONIC DEVICES YOU HAVE AT HOME. DO YOU CONNECT TO THE INTERNET AT HOME OR AT WORK? DO YOU USE A WIRELESS CONNECTION?

## **UNIT 3 – INTRODUCTION TO OFFICE TOOLS**

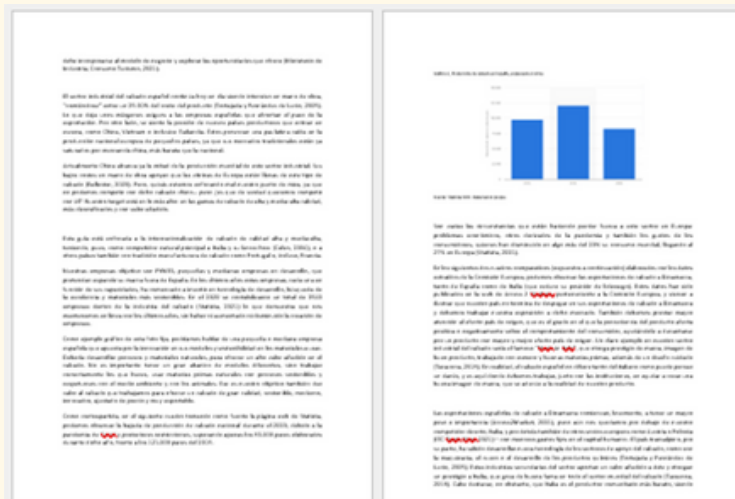
OFFICE TOOLS ARE A TYPE OF APPLICATION SOFTWARE. THEY HELP US WITH ALL THE OFFICE AND ADMINISTRATIVE TASKS. THESE PROGRAMS ASSIST THE USERS TO WORK AND MANAGE LARGE AMOUNTS OF INFORMATION, DATA AND DOCUMENTS. THANKS TO THEM WE CAN CREATE DATASHEETS, CURRICULUMS, PRESENTATIONS, DATABASES, REPORTS, DOSSIERS AND SO MANY MORE. THE TOOLS HELP THE USERS TO BE MORE EFFICIENT AND ACCURATE IN THEIR RESULTS. SO IN THIS CASE, USERS CAN PERFORM SUCH TASKS REPEATEDLY WITH LESS TIME AND EFFORT, PARAPHRASING THE TOPPR WEBSITE. AS THEY ALSO EXPLAIN IN THEIR WEB SITE, THESE OFFICE TOOLS INCLUDE SOFTWARE SUCH AS WORD PROCESSORS, PRESENTATION TOOLS, SPREADSHEETS, DATABASE SYSTEMS, EMAIL TOOLS, AMONG OTHERS. SOME EXAMPLES OF THEM CAN BE MICROSOFT WORD, WORDPAD OR LIBREOFFICE. IN THE NEXT LINES WE WILL EXPLAIN SOME OF THE MOST IMPORTANT AND RELEVANT TOOLS TO KNOW ABOUT:



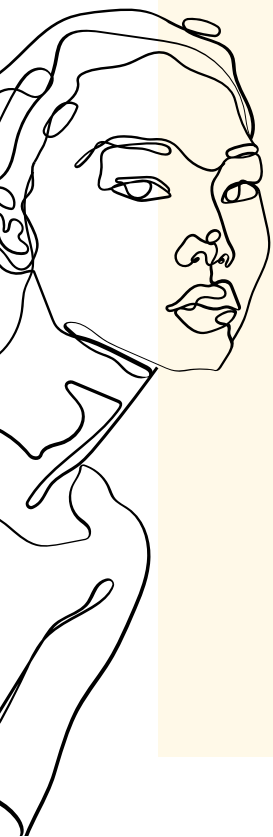


## WORD PROCESSOR TOOL:

IT IS ACTUALLY THE TOOL WE ARE USING NOW TO WRITE AND PRESENT THIS TRAINING. IT IS USED FOR ADMINISTRATIVE WRITTEN PURPOSES SINCE IT HELPS TO PREPARE A LOT OF DIFFERENT KIND OF DOCUMENTS: A CURRICULUM, A REPORT, SOME NOTES, A SHORT STORY...

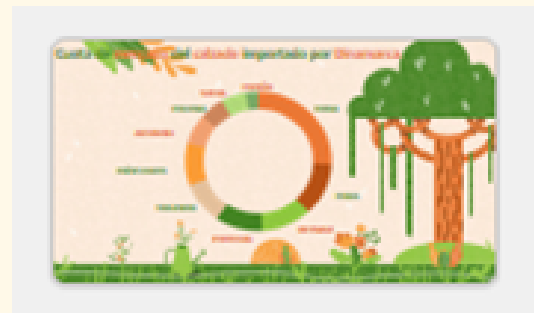


IT ASSISTS TO CREATE NEW TEXT AND GIVE IT A CERTAIN FORMAT. WE CAN CHANGE ITS ASPECT AND MANIPULATE IT. OF COURSE WE CAN SAVE IT FOR LATER OR ERASE IT. A WORD PROCESSOR HELPED TO EDIT NEW OR SAVED DOCUMENTS AND GOT MANY DIFFERENT OTHER TASKS, LIKE CHECKING GRAMMAR CHECKS IN DIFFERENT LANGUAGES, SEARCHING FOR CERTAIN KEY-WORDS, ESTABLISHING MARGINS, ADDING IMAGES, CHANGING THE TYPE AND SIZE OF THE TEXT OR ITS COLOR AS WELL AS SETTING HEADERS OR FOOTERS. WE ENCOURAGE YOU TO FOLLOW ANY TUTORIAL ON THE INTERNET TO IMPROVE YOUR KNOWLEDGE IN WORD PROCESSORS.



## **PRESENTATION TOOL:**

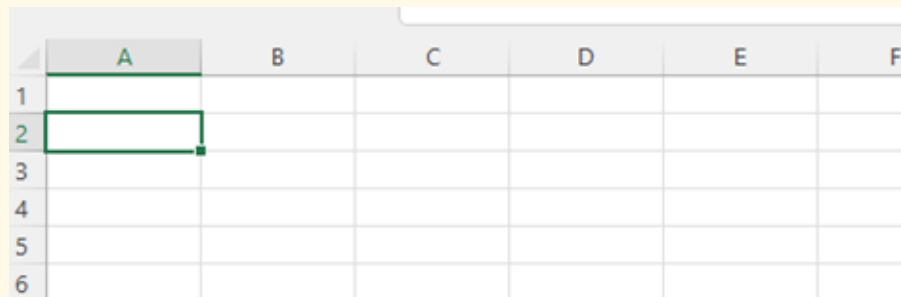
IT IS THE SOFTWARE THAT HELPS US TO MAKE PRESENTATIONS BY SLIDES. WE CAN COPY-PASTE THE TEXT IN THESE “PAGES” CALLED SLIDES AND ADD DIFFERENT IMAGES WHILE WE GIVE A NICE FORMAT TO THE TEXT. IT ALLOWS US TO MANIPULATE IT AND ADD SOME PICTURES, AUDIO, GRAPHICS. SOME EXAMPLES CAN BE POWERPOINT OR GOOGLE SLIDES.



## **SPREADSHEET TOOL:**

IT HELPS THE USER TO PRESENT A COMPREHENSIVE INFORMATION OF THE DATA. THE SPREADSHEET IS FORMED BY CELLS (INTERSECTION OF A ROW AND COLUMN). IT CONTAINS ADDITIONAL FEATURES LIKE GRAPHS, CHARTS, 3D GRAPHS, TABLES, ETC IN ORDER TO MAKE OUR DOCUMENTS MUCH MORE UNDERSTANDABLE. THIS SOFTWARE STORES THE DATA AND HAS VARIOUS FORMULAS TO BE INSERTED. IT HELPS WITH CALCULATIONS (ADDITION,

SUBTRACTION, MULTIPLICATION, FINDING THE AVERAGE. WE CAN NAME MS-EXCEL OR GOOGLE SHEETS AMONG THE MOST IMPORTANT. IT IS A VERY RECOMMENDABLE TOOL TO USE FOR CALCULATION AND IT HELPS TO PREPARE BUDGETS SO WE ENCOURAGE YOU TO FOLLOW ANY TUTORIAL ON THE INTERNET REGARDING THE SPREADSHEET TOOL.



	A	B	C	D	E	F
1						
2						
3						
4						
5						
6						

SO IN SHORT WE CAN SAY THAT THE OFFICE TOOLS ARE HELPFUL FOR MANY DAILY ADMINISTRATIVE ROUTINES AS IT ASSISTS WITH FILES AND REPORTS AND STORES MANY USEFUL AND RELEVANT INFORMATION FOR OUR BUSINESS. THEY HELP US TO MANIPULATE AND ADD COMMENTS ON THEIR FILES, EDIT PICTURES OR VIDEOS, ORGANIZE FILES OR DATA AND ANALYZE AND MAKE CALCULATIONS ON THEM.

WE ABSOLUTELY ENCOURAGE YOU TO KEEP ON WORKING ON THESE OFFICE TOOLS ON YOUR OWN AND DISCOVER HOW MANY TIPS THEY CAN OFFER YOU. THEY WILL SIMPLIFY YOUR ADMINISTRATIVE DAILY ROUTINE AND HELP YOU TO ORGANIZE YOUR FINANCIAL DATA AND INFORMATION.

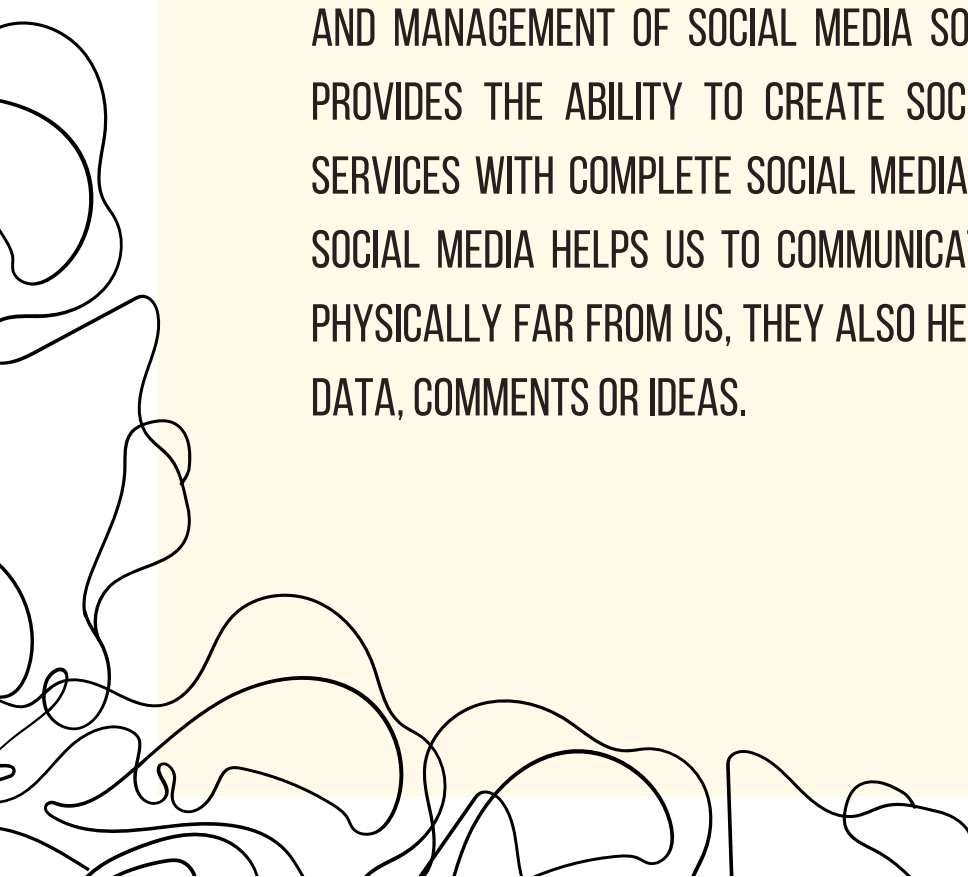
## **EXERCISES:**

WORKING IN CLASSROOM IN GROUPS OF 2, PLEASE CONFIRM WHICH KIND OF SOFTWARE OFFICE TOOL YOU WILL USE FOR THE FOLLOWING EXAMPLES:

- PRESENT A BUDGET TO A NEW DISTRIBUTOR
- WRITE A LETTER TO THE COUNCIL
- PREPARE AN INVOICE OF A CUSTOMER
- MAKE A SHORT PRESENTATION FOR A WORKSHOP WITH A GROUP OF OTHER ENTREPRENEURS TO LOOK FOR BUSINESS SYNERGIES

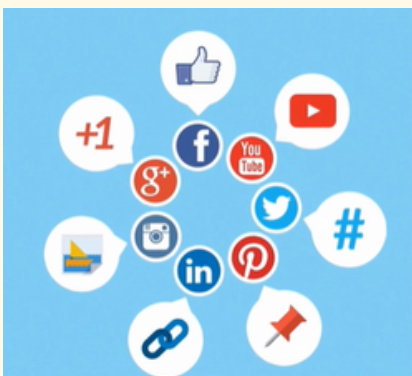
## **UNIT 4 – SOCIAL PLATFORMS**

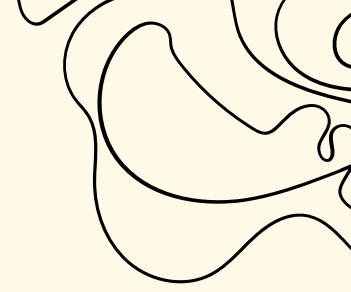
ACCORDING TO [TECHNOPEDIA.COM](http://TECHNOPEDIA.COM), A SOCIAL PLATFORM IS A WEB-BASED TECHNOLOGY THAT ENABLES THE DEVELOPMENT, DEPLOYMENT AND MANAGEMENT OF SOCIAL MEDIA SOLUTIONS AND SERVICES. IT PROVIDES THE ABILITY TO CREATE SOCIAL MEDIA WEBSITES AND SERVICES WITH COMPLETE SOCIAL MEDIA NETWORK FUNCTIONALITY. SOCIAL MEDIA HELPS US TO COMMUNICATE WITH PEOPLE WHO ARE PHYSICALLY FAR FROM US, THEY ALSO HELP TO SHARE INFORMATION, DATA, COMMENTS OR IDEAS.



WE ARE REFERRING TO FACEBOOK, INSTAGRAM, TIK TOK, TWITTER, LINKEDIN OR YOUTUBE. THEY ARE NOW THE ENGINE OF OUR COMMUNICATION, THE WAY TO ESTABLISH NEW RELATIONS, CONVERSATIONS AND SHOPPING. IT IS BASIC FOR US TO KNOW HOW TO USE THEM AND IT WILL BE A GOOD IDEA TO SURF ON THEM, GET AN ACCOUNT FOR FREE AND POST NEW COMMENTS, IDEAS, VIDEOS OR PHOTOS.

SOCIAL PLATFORMS ARE, NOWADAYS, THE FORMER TOWN SQUARE, A MEETING POINT TO MEET FRIENDS, RELATIVES, TO GET INFORMED ABOUT THE COMMUNITY OR NEWS FROM FAR AWAY, IN SHORT, THEY ARE A PLACE TO INTERACT WITH PEOPLE YOU MAY KNOW OR YOU MAY NOT KNOW YET. THIS IS A VERY EXTENSIVE TOPIC SO, IN ORDER TO PROVIDE MORE INFORMATION, WE ATTACH SOME WEBLINKS IN THE EDUCATOR'S TOOLKIT SO YOU CAN LEARN MORE ABOUT THEIR FUNCTIONALITY AND USES.






SOCIAL MEDIA ARE INTERACTIVE DIGITAL CHANNELS OF COMMUNICATIONS AND FACILITATE THE CREATION OF VIRTUAL COMMUNITIES AND NETWORKS, WHILE SOCIAL PLATFORMS COULD BE CONSIDERED THE SYSTEM OF SPREADING INFORMATION THROUGH THE INTERNET AS IT IS ACTUALLY A SYSTEM FOR DISSEMINATING INFORMATION OVER THE INTERNET AND A FORM OF ELECTRONIC COMMUNICATION.

WE CONNECT TO SOCIAL MEDIA PLATFORMS THROUGH OUR COMPUTERS, LAPTOPS AND MORE OVER, USING OUR SMARTPHONES. THIS IS THE SO-CALLED MOBILE SOCIAL MEDIA. ONE OF THE MAIN DIFFERENCES FROM OTHERS IS THAT THEY INCORPORATE THE CURRENT LOCATION OF THE USER. MOBILE SOCIAL MEDIA TOOLS, ACCORDING TO WIKIWAND WEBSITE, CAN BE USED FOR MARKETING RESEARCH, COMMUNICATION, SALES PROMOTIONS OR DISCOUNTS, INFORMAL EMPLOYEE LEARNING OR ORGANIZATIONAL DEVELOPMENT, RELATIONSHIP DEVELOPMENT LIKE LOYALTY PROGRAMS, AND E-COMMERCE.

ALL THE PEOPLE AND ALL PROFESSIONS TAKE ADVANTAGE OF THE SOCIAL MEDIA PLATFORMS, AS THEY ALLOW USERS TO BE CREATIVE AND QUICK. MOST OF THE FOOTBALL CLUBS COMMUNICATE WITH THEIR FANS THROUGH THEM AND INFORM THEM ABOUT NEW RELEVANT UPDATES, IMPRESSIONS, NEW PLAYERS...



IT IS NOT ONLY USED TO ENTERTAIN. FOR EXAMPLE, JOURNALISTS ARE AMONG THE ONES THAT USE SOCIAL MEDIA QUITE OFTEN.



ALSO POLITICIANS HAVE GOT THEIR OWN PUBLIC PROFILE TO COMMUNICATE WITH THE AUDIENCE, UPDATING DATA, PUBLISHING ANY NEW EVENT GOING ON OR SIMPLY INFORMING ABOUT ANY NEWS. IT FOSTERS CITIZEN PARTICIPATION WHILE INTERACTING WITH CITIZENS.



WE CAN CONFIRM THAT BUSINESSES, WHEREVER THEIR FIELD IS, USE SOCIAL MEDIA TOOLS FOR THE SAME PURPOSE: TO IMPROVE THEIR SALES. THANKS TO SOCIAL MEDIA PLATFORMS ENTREPRENEURS CAN EASILY INTERACT WITH HIS/HER TARGET AND GET TO KNOW THEM MUCH BETTER. THEY TAKE THE BEST OUT OF IT AND PROMOTE THEIR BRAND ON DIFFERENT SOCIAL MEDIA TO SPREAD THE WORD ABOUT THEIR PRODUCTS, SERVICES OR ABOUT ANY EVENT RELATED TO THEIR BUSINESS.

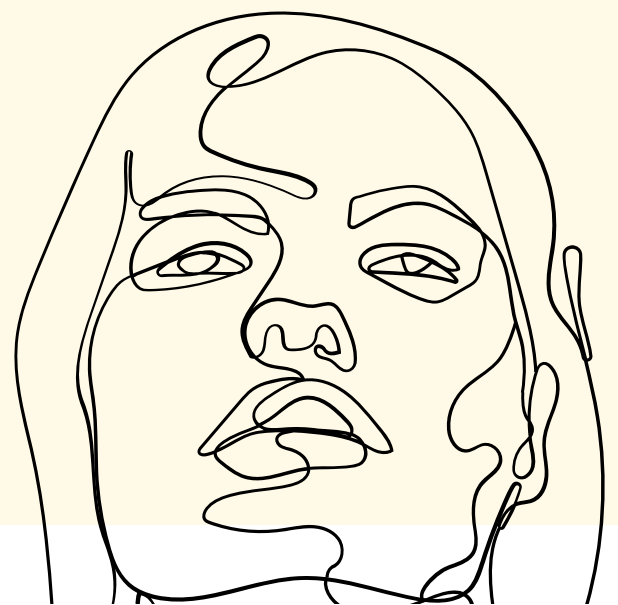
WE ENCOURAGE YOU TO OPEN A FREE ACCOUNT IN MOST OF THEM, SO YOU CAN ALREADY START TO CHECK HOW CONNECTED THE WORLD CAN BE. IN ORDER TO OPEN AN ACCOUNT JUST ENTER THE WEBSITE (IT CAN BE FACEBOOK, LINKEDIN OR TWITTER) ON YOUR BROWSER AND FILL IN THE MANDATORY PERSONAL DETAILS. FROM THAT MOMENT ON, YOU WILL BE CONNECTED TO THE REST OF THE USERS AND WILL LET YOU GET TO A BROADER AUDIENCE AND PROMOTE YOUR BUSINESS FOR FREE. IN NEXT MODULES WE WILL DEVELOP THESE CONTENTS AND EXPLAIN WHY PROMOTING ON THE INTERNET IS A GOOD IDEA FOR NEW ENTREPRENEURS. TAKE INTO CONSIDERATION THAT COMMUNICATION CHANNELS ARE THE BRIDGES THAT CONNECT US TO OUR TARGET AUDIENCE AND THIS INTERACTION IS ESSENTIAL. WE NEED TO BE SURE ON WHICH SOCIAL MEDIA PLATFORM WE WANT TO BE, AS THEIR AUDIENCE MAY BE RADICALLY DIFFERENT

### **EXERCISES:**

- DO YOU KNOW FACEBOOK? IN GROUPS OF 3 WE ASK YOU TO CREATE A GROUP ON FACEBOOK AND A FIRST POST.
- DIVIDE THE CLASSMATES IN GROUPS OF 2 OR 3. BETWEEN YOU TELL THE REST HOW MANY FREE ACCOUNTS YOU ALREADY HAVE ON DIFFERENT SOCIAL MEDIA. WHICH ONE DO YOU USE THE MOST? DO YOU THINK THAT THESE SOCIAL PLATFORMS CAN BE USEFUL FOR PROMOTING SMALL BUSINESSES? EXPLAIN YOUR ANSWER.

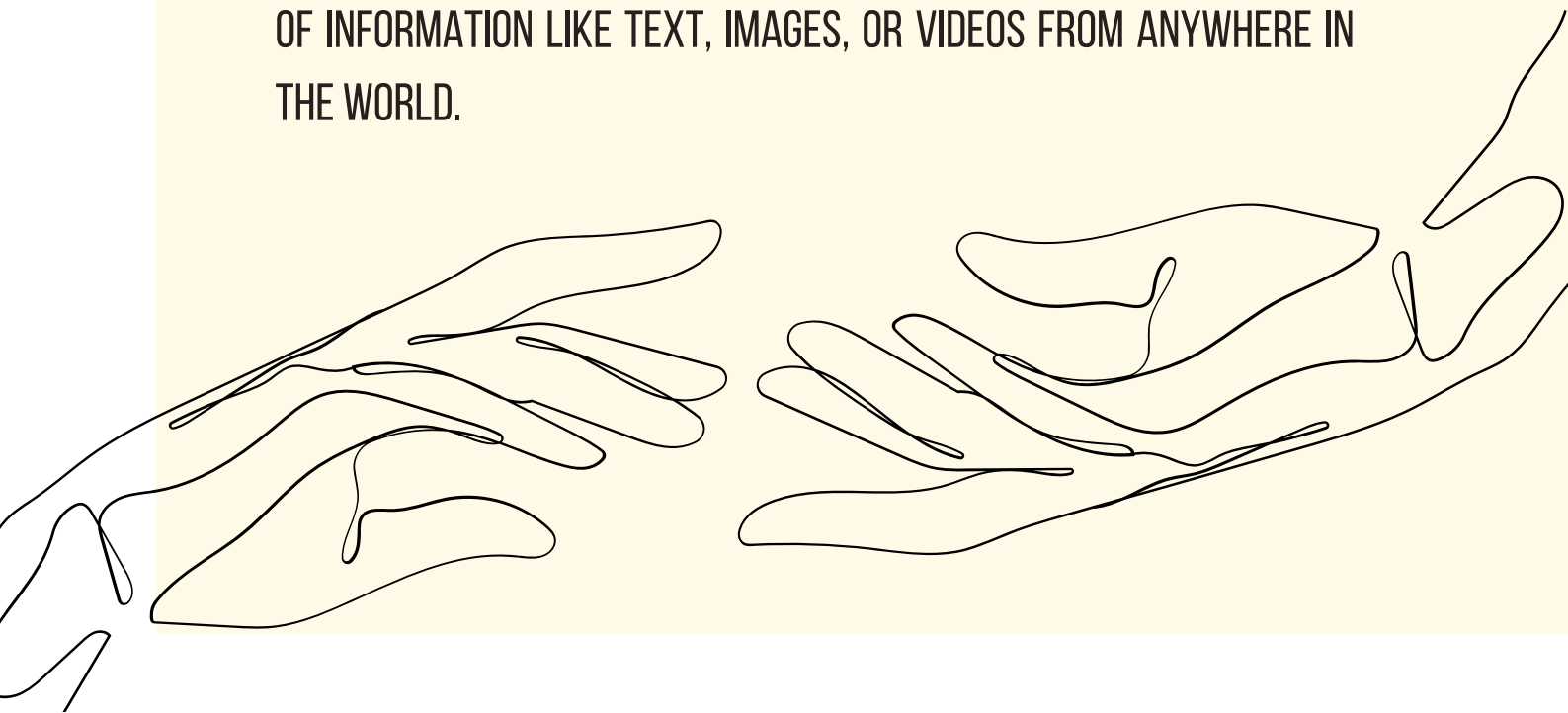


MORE THAN 30 EXPERTS HAVE JOINED THE INITIATIVE AS PART OF THEIR CSR ACTIVITIES, SO BUSINESSES CAN NOW GET HELP IN THE FOLLOWING 4 AREAS FREE OF CHARGE: LEADERSHIP SUPPORT, BUSINESS MODELS RETHINKING, ONLINE MARKETING/ONLINE PLATFORMS, MANAGEMENT OF CHANGE. IN STYLE MAGAZIN CREATED A CLOSED FACEBOOK (#VEGYELHAZAIT) GROUP FOR CREATIVE MAKERS IN ORDER TO CREATE A COMMUNITY, STIMULATE THE PURCHASE OF LOCALLY PRODUCED PRODUCTS AND DRAW ATTENTION TO THE LOCAL SOLUTION OF A GLOBAL PROBLEM. THEY ALSO CREATED A WEBSITE (VEGYELHAZAIT.HU) WHICH WORKS AS A WEBSHOP WITH OVER 3200 PRODUCTS. THEY ORGANIZE PROMOTIONAL EVENTS WHERE THE MEMBERS CAN PARTICIPATE IN ORDER TO GET MORE VISIBILITY. THE FACEBOOK GROUP HAS GAINED ALMOST 400000 MEMBERS, THE WEBSITE HAS 17000 REGISTERED USERS, OVER 3200 PRODUCTS IN THE WEBSHOP, WHICH HAS LEAD TO A LARGE NUMBER OF PURCHASES OF DOMESTIC PRODUCTS.SIMILAR INITIATIVES ALSO APPEARED ON THE LOCAL MARKET: EG. „BUDAPEST SELECT STORE“ WITH 40 DESIGNERS (STARTED IN DECEMBER 2020) OR THE „DESIGNERWEBSHOP“ WHICH WAS AN INITIATIVE OF WAMP, A SUCCESSFUL APPLIED ARTS FAIR SINCE 2006, IN ORDER TO ENABLE THEIR DESIGNER COMMUNITY TO SALES EVEN IN TIMES WHEN THE FAIR WOULD NOT TAKE PLACE DUE TO THE PANDEMIC.

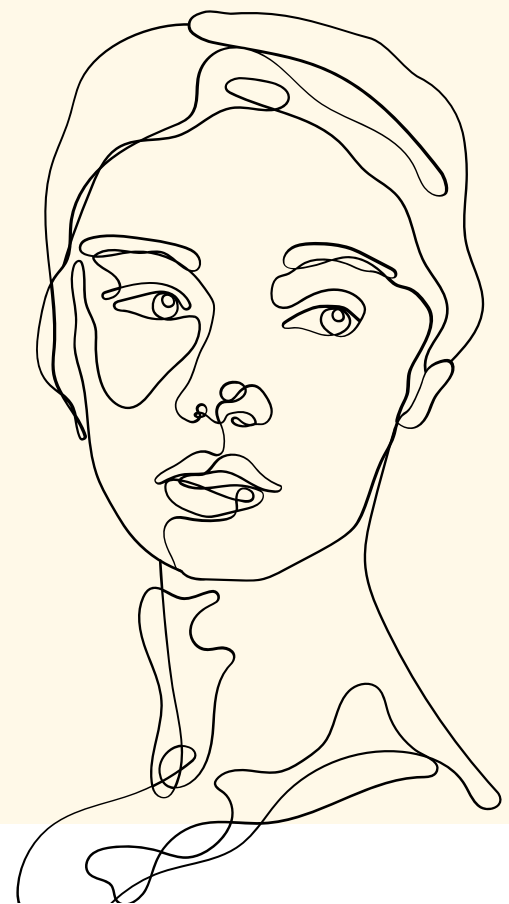


## UNIT 5 - INFORMATION RESEARCH

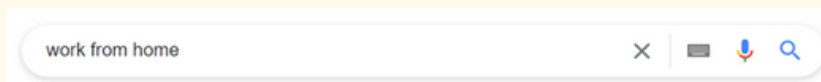
INFORMATION RESEARCH INCLUDES PROCESSES, DATA, INFORMATION, AND THE APPLICATION OF DIFFERENT METHODS TO FIND OUT MORE ABOUT A PARTICULAR SUBJECT. NOWADAYS, INFORMATION RESEARCH IS MAINLY DONE VIA THE INTERNET. RESEARCH ON THE INTERNET HAS A LOT OF ADVANTAGES FOR EXAMPLE QUICK ACCESS TO INFORMATION, COST-EFFECTIVENESS, DIVERSITY, AND MORE. ON THE OTHER HAND, IT BRINGS SOME RISKS WHICH INCLUDE UNCERTAINTY OVER THE VALIDITY OF THE COLLECTED INFORMATION, UNKNOWN SOURCES, OR EVEN INSTABILITY. THEREFORE, BEFORE ANY RESEARCH, YOU HAVE TO CONSIDER ALL THE CONS AND PROS THAT ARE RELATED TO THE INFORMATION RESEARCH BY USING THE INTERNET. TO FIND SOME SPECIFIC INFORMATION ON THE INTERNET, YOU CAN USE WEB BROWSERS OR RESEARCH CATALOGS. THE WEB BROWSER IS A SOFTWARE PROGRAM THAT TAKES YOU ANYWHERE ON THE INTERNET. THANKS TO THE INTERNET BROWSER YOU CAN FIND DIFFERENT TYPES OF INFORMATION LIKE TEXT, IMAGES, OR VIDEOS FROM ANYWHERE IN THE WORLD.



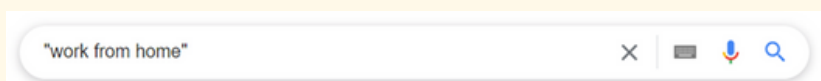
THE WEB BROWSER RE-COLLECTS INFORMATION FROM DIFFERENT WEBSITES AND DISPLAYS THEM ON YOUR COMPUTER OR MOBILE PHONE. THE RESEARCHED INFORMATION IS TRANSFERRED USING THE HYPertext TRANSFER PROTOCOL, WHICH DEFINES HOW TEXT, IMAGES, AND VIDEO ARE TRANSMITTED ON THE WEB. THE CURRENT OFFER OF THE INTERNET BROWSERS IS VERY WIDE, YOU CAN CHOOSE FROM MOZILLA FIREFOX, MICROSOFT EDGE, GOOGLE CHROME, OPERA A SAFARI, ETC. EACH BROWSER LOOKS SLIGHTLY DIFFERENT AND MAY HAVE DIFFERENT ADDITIONAL FEATURES. TO UNDERSTAND HOW TO SEARCH FOR INFORMATION BY USING A SPECIFIC BROWSER, WE SHOW YOU SOME PRACTICAL HINTS THAT WILL HELP YOU WITH YOUR RESEARCH. THANKS TO THEM YOU WILL BE ABLE TO WORK MORE EFFECTIVELY AND FASTER. FOR YOUR PRACTICAL DEMONSTRATION, WE DECIDED TO USE A WELL-KNOWN AND MOST USED WEB BROWSER – GOOGLE.



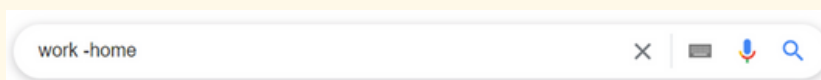
1. BASIC RESEARCH WITH ONE DEFINED KEYWORD (E.G. WORK FROM HOME) – THE BROWSER FINDS ALL WEBSITES THAT CONTAIN THE KEYWORD IN ANY ORDER AND NUMBER.



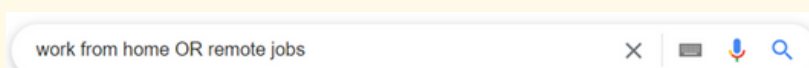
2. SPECIFIC RESEARCH WITH ONE DEFINED KEYWORD – IF YOU WANT TO FIND JUST EXACT KEYWORDS IN THE ORDER YOU HAVE TO USE QUOTATIONS (" "). ADDING THE QUOTATIONS, THE BROWSER FINDS JUST THE EXACT PHRASE.



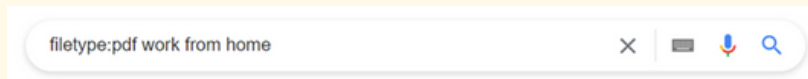
3. EXCLUDING SOME TERMS FROM THE DEFINED KEYWORD – BY USING A MINUS (-) SYMBOL, THE BROWSER EXCLUDES ALL WEBSITES THAT DO NOT CONTAIN THE WORD AFTER THE MINUS SIGN.



4. ONE EXACT RESEARCH FROM TWO DIFFERENT KEYWORDS – IF YOU WANT TO FIND THE RESULTS THAT ARE ABOUT ONE DEFINED KEYWORD OR ANOTHER, BUT NOTHING ELSE, YOU CAN USE YOUR MODIFIER (OR). THIS MODIFIER GIVES YOU MORE ACCURATE RESULTS.



5. SPECIFIC FILE TYPES – IF YOU ARE SEARCHING FOR A SPECIFIC KIND OF FILE THAT INCLUDES YOUR DEFINED KEYWORD. FIRSTLY, YOU HAVE TO DEFINE THE FILE TYPE (FOR EXAMPLE PDF), AFTER THAT WRITE ON THE BROWSER THE FOLLOWING PHRASE (FILETYPE: PDF) AND YOUR KEYWORD.



### **EXERCISES:**

**HOW CAN YOU SPECIFY KEYWORDS ON THE BROWSER? BY USING:**

- A) MINUS SYMBOL (-)
- B) QUOTATIONS (" ")
- C) NO SPECIFIC SYMBOL

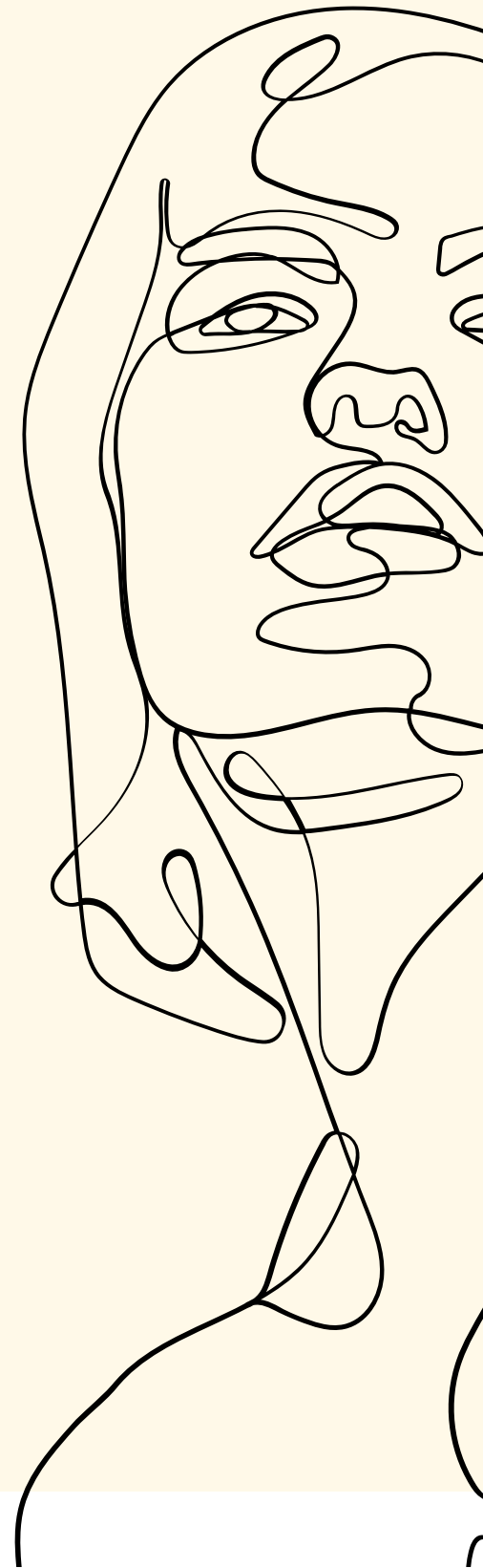
**FOR WHAT IS THE SYMBOL MINUS USED ON THE BROWSER?**

- A) TO EXCLUDE THE WORD AFTER MINUS
- B) TO INCLUDE THE WORD AFTER MINUS
- C) TO DEFINE SPECIFIC FILE TYPES

**IF YOU WANT TO SEARCH FOR A PDF FILE TYPE, WHAT DO YOU HAVE TO WRITE ON THE BROWSER?**

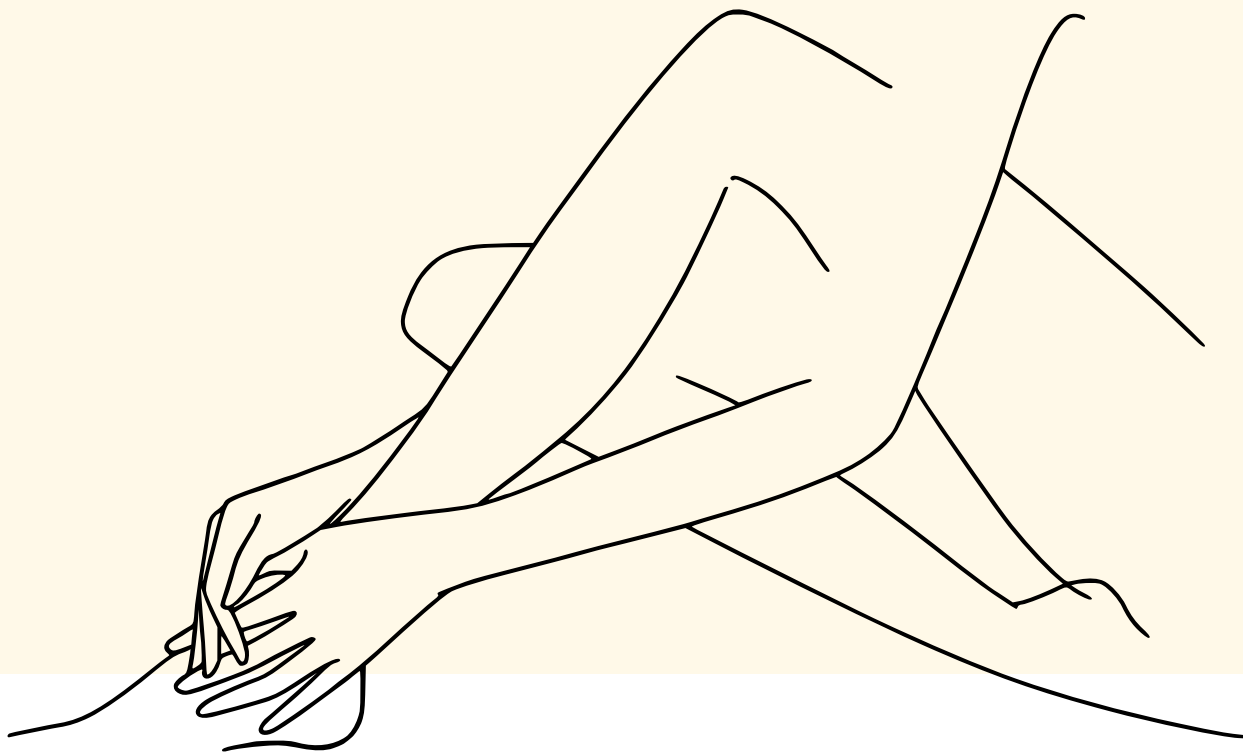
- A) FILETYPE:PDF
- B) PDF:FILETYPE
- C) FILETYPE: "PDF"

**IN GROUPS OF 3 WRITE DOWN 3 WEB BROWSERS THAT YOU KNOW.**



# UNIT 6 - HOW TO REACT WHEN HAVING A TECHNICAL PROBLEM

AS USEFUL AS THE DIGITAL WORLD CAN BE, IT'S NOT FOOLPROOF. EVERYTHING FROM INTERNET CONNECTIVITY ISSUES TO PROBLEMS WITH DEVICE FUNCTIONALITY CAN STOP YOU FROM GETTING WORK DONE. BEFORE YOU CAN START SOLVING YOUR PROBLEMS, YOU'LL NEED TO FIGURE OUT WHAT'S GOING ON WITH YOUR TECH. YOU MIGHT WONDER WHY YOU WOULD BOTHER FIGURING OUT HOW TO SOLVE TECHNICAL PROBLEMS FOR YOURSELF IF YOU COULD CALL YOUR IT TEAM TO DO THE WORK FOR YOU. THE SIMPLE ANSWER IS THAT LEARNING HOW TO RECTIFY THESE ISSUES NOW MAKES YOU MORE SELF-SUFFICIENT IN THE FUTURE. IF YOU KNOW HOW TO SOLVE THE ISSUES THAT COULD BE DAMAGING YOUR PRODUCTIVITY IN A MATTER OF SECONDS, YOU CAN SAVE YOURSELF A LOT OF TIME AND DISRUPTION WHEN SOMETHING GOES WRONG.



THIS SECTION CONTAINS SOME BRIEF EXPLANATIONS REGARDING THE DIFFERENT STEPS IN THE FOLLOWING CHART. THESE EXPLANATIONS CAN HELP YOU BETTER UNDERSTAND WHAT TO DO AND WHY TO DO IT:

- FIND A RELEVANT BUTTON/MENU ITEM AND CLICK IT.

IN MOST CASES, SOMETHING RELEVANT SHOULD BE EASY TO FIND. TRY TO PLAY AROUND WITH THE OPTIONS AND SETTINGS A BIT IF YOU'RE NOT SURE WHAT TO DO. OFTEN, YOU CAN FIND THE SOLUTION EASILY YOURSELF IF YOU'RE JUST WILLING TO LOOK FOR IT AND TRY THINGS OUT.

- IF YOU'RE TRYING TO FIX A PROBLEM, RESTART THE DEVICE.

DOING THIS SOLVES A HUGE AMOUNT OF TECHNICAL ISSUES. IF YOU'RE NOT SURE HOW TO RESTART YOUR DEVICE, SEARCH ONLINE FOR INSTRUCTIONS. MAKE SURE THAT YOU'RE RESTARTING THE DEVICE ITSELF, AND NOT JUST THE SCREEN IF THE TWO ARE SEPARATE. NOTE THAT IT'S GENERALLY PREFERABLE TO TURN THE DEVICE OFF COMPLETELY, WAIT 10 SECONDS, AND THEN TURN IT BACK ON; THIS IS BECAUSE IT SOMETIMES TAKES A WHILE FOR ALL THE COMPONENTS TO POWER DOWN, AND FOR THE CAPACITORS TO DISCHARGE.

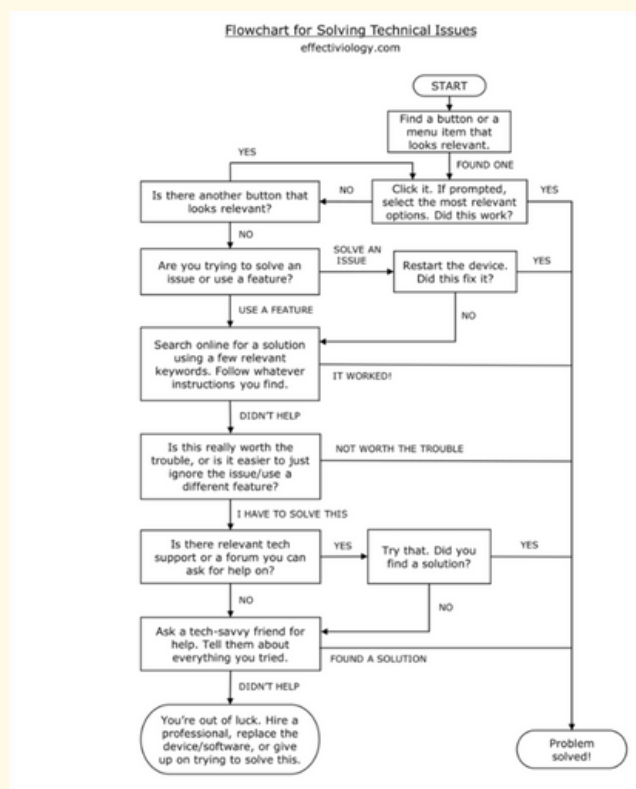
- SEARCH ONLINE FOR A SOLUTION USING A FEW RELEVANT KEYWORDS.



ODDS ARE THAT SOMEONE HAS ENCOUNTERED THIS ISSUE BEFORE. IF THEY DID, THERE WILL OFTEN BE A DIGITAL RECORD OF THE SOLUTION ONLINE. IF YOU'RE NOT SURE WHICH KEYWORDS TO USE, PRETEND THAT YOU'RE ASKING A TECH EXPERT FOR HELP, AND USE THE SAME KEYWORDS THAT YOU WOULD USE WHEN EXPLAINING TO THE EXPERT WHAT YOU'RE TRYING TO DO.

- CONSIDER WHETHER THIS IS WORTH THE TROUBLE.

OFTEN, TRYING TO FIGURE OUT HOW TO USE A CERTAIN FEATURE CAN BE MUCH MORE WORK THAN TRYING TO DO THE SAME THING USING A DIFFERENT FEATURE. SIMILARLY, SOME ISSUES ARE SO MINOR THAT THEY'RE NOT WORTH THE TIME AND EFFORT. THE STEPS UP HERE REQUIRE ONLY A SMALL AMOUNT OF EFFORT AND HAVE A HIGH SUCCESS RATE, WHICH IS WHY THIS IS A GOOD CUTOFF POINT FOR DECIDING WHETHER TO CONTINUE SEARCHING FOR A SOLUTION.





- POST THE QUESTION ON A RELEVANT FORUM OR CONTACT TECH SUPPORT.

THIS CAN HELP IN CASES WHERE YOU CAN'T FIND THE SOLUTION YOURSELF. THE BENEFIT OF ASKING FOR HELP IN A RELEVANT FORUM IS THAT YOU CAN USUALLY REACH A HIGH CONCENTRATION OF EXPERTS, WHO WILL SOMETIMES BE ABLE TO ANSWER IN A MINUTE QUESTIONS THAT YOU WOULD HAVE OTHERWISE SPENT HOURS TRYING TO FIND THE ANSWER TO.

- ASK SOMEONE FOR HELP.

IF YOU DECIDE TO ASK SOMEONE FOR HELP, MAKE SURE TO TELL THEM WHAT YOU ALREADY TRIED. THIS CAN HELP THEM FIND A SOLUTION, AND IT SHOWS THAT YOU PUT SOME EFFORT INTO SOLVING THE ISSUE BEFORE COMING TO THEM. KEEP IN MIND THAT UNLESS THEY ARE EXPERTS ON THE TOPIC, THEY WILL PROBABLY FOLLOW THE SAME STEPS OUTLINED HERE, THOUGH THEY MIGHT BE ABLE TO FIND SOMETHING THAT YOU MISSED. THIS IS ALSO OFTEN TRUE FOR HIRED, PROFESSIONAL HELP.

EVEN IF YOU ARE NOT A TECH EXPERT, YOU CAN SOLVE NEARLY ALL TECHNICAL ISSUES BY USING A SIMPLE, SYSTEMATIC APPROACH.



# SURVEY

## 1. DO YOU HAVE ACCESS TO A COMPUTER IN YOUR HOUSE?

- YES
- NO

## 2. FROM 1 TO 5, GRADE YOUR KNOWLEDGE ABOUT

USING COMPUTERS: 1 2 3 4 5

USING THE INTERNET: 1 2 3 4 5

OPERATING WITH OFFICE TOOLS: 1 2 3 4 5

KNOWING HOW TO FIX PROBLEMS WHEN THEY OCCUR: 1 2 3 4 5

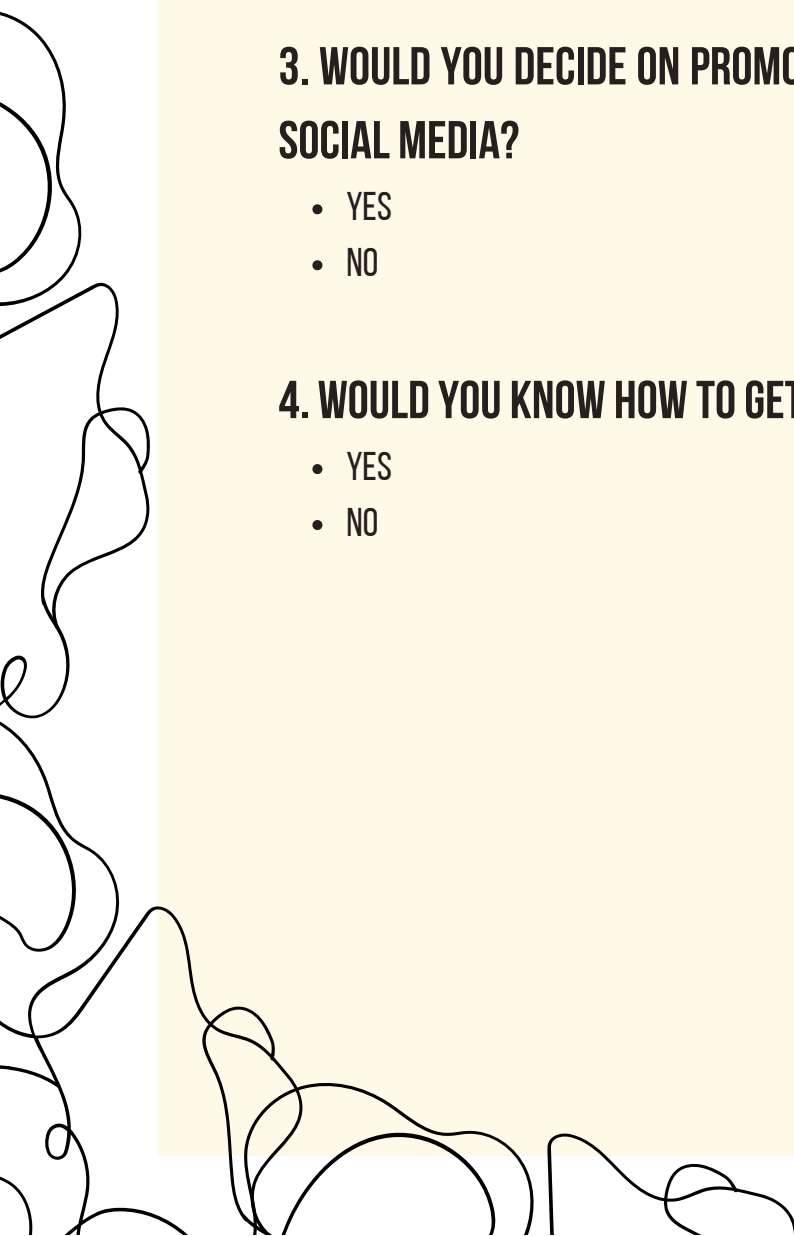
HOW DO FIND THE INFORMATION I NEED?: 1 2 3 4 5

## 3. WOULD YOU DECIDE ON PROMOTING YOUR ITEMS ON THE INTERNET VIA SOCIAL MEDIA?

- YES
- NO

## 4. WOULD YOU KNOW HOW TO GET WI-FI ACCESS?

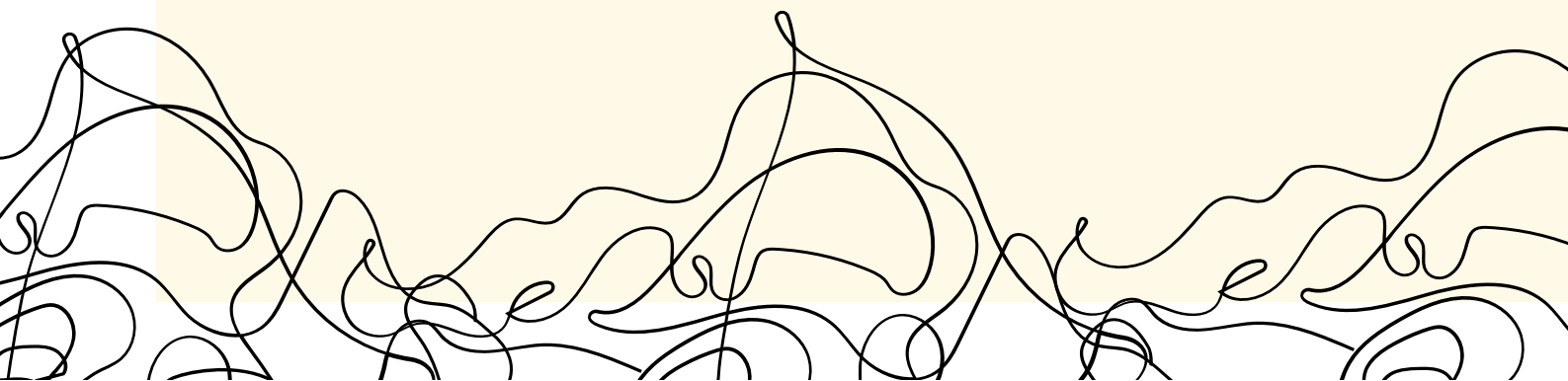
- YES
- NO



# MODULE 3: ANALYSIS AND DESCRIPTION OF DIGITAL COMMUNICATION TOOLS FOR PROMOTION

BY THE END OF THIS MODULE WE WILL BE ABLE TO ANSWER A KEY QUESTION ABOUT HOW SOCIAL MEDIA (OR OTHER DIGITAL MARKETING TOOLS) CAN HELP IN THE DEVELOPMENT OF MY BUSINESS. THROUGH THE ANALYSIS AND DESCRIPTION OF DIGITAL COMMUNICATION TOOLS FOR PROMOTION, WE WILL BE ABLE TO DEVELOP THE RIGHT COMMUNICATION STRATEGY AND THE RIGHT CHANNEL WITH OUR TARGET GROUP AND EVALUATE ITS IMPACT ON THEM. WE WILL TALK ABOUT HOW TO PRODUCE DIGITAL CONTENT OR HOW OFTEN WE NEED TO POST.

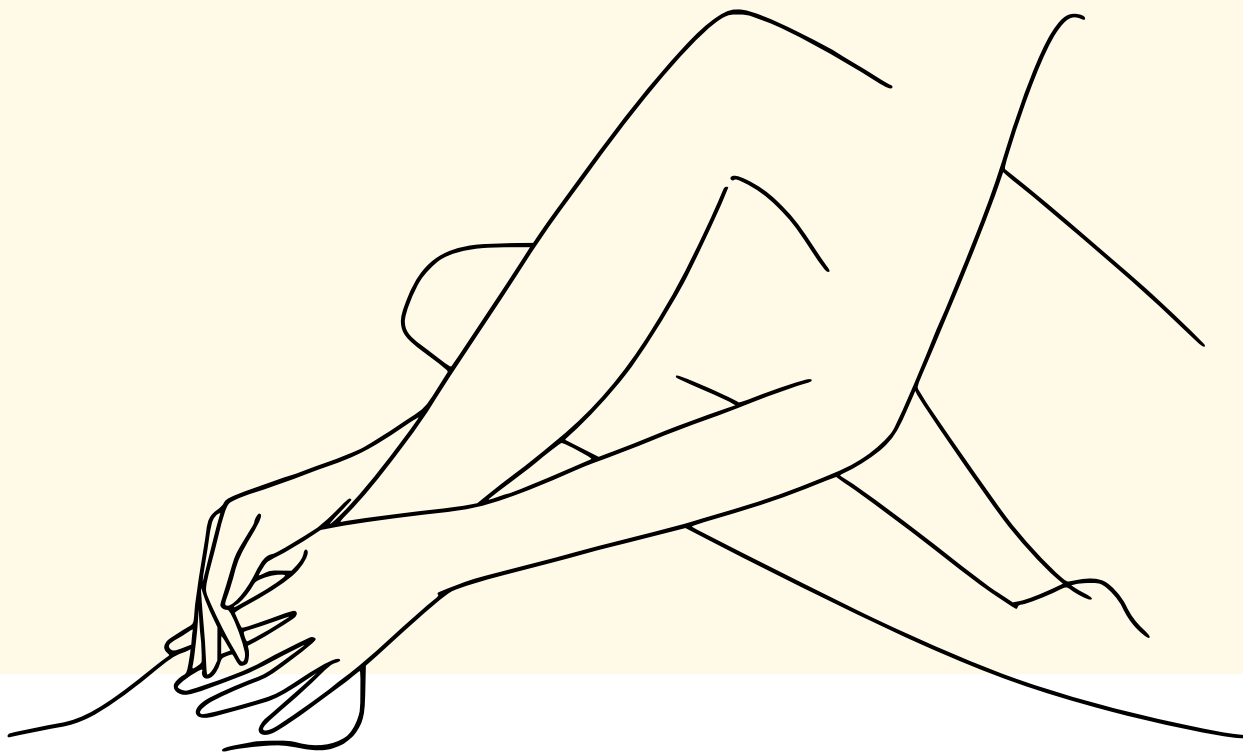
OUR GOAL IS TO PROVIDE ALL ATTENDEES WITH THE RIGHT SKILLS TO DEVELOP THEIR OWN DIGITAL COMMUNICATION STRATEGY AND TAKE ADVANTAGE OF THE FREE PROMOTION WE CAN GET FROM THEM. BESIDES THIS, WE WILL HELP THEM WITH DIFFERENT USES OF THESE PLATFORMS (DISTANCE MEETINGS PLATFORMS, EMAILS OR INSTANT MESSAGING PLATFORMS OR DATA SHARING TOOLS).



# UNIT 1 – DIGITAL MARKETING. PROMOTION WITH DIGITAL TOOLS

FIRST OF ALL, LET'S TALK A BIT ABOUT MARKETING, WHAT IT IS AND WHAT IT IS MADE FOR. MARKETING REFERS TO ALL THE ACTIVITIES DEVELOPED AND DONE BY A COMPANY IN ORDER TO PURSUE THE CONSUMERS TO GET HIS/HER PRODUCT, A CERTAIN SERVICE OR THE ACTIVITY HE/SHE IS PROMOTING. MARKETING ACTIVITIES PAY ATTENTION TO THE FOUR P'S, THE SO-CALLED "MARKETING-MIX":

- **PRICE:** HOW MUCH WILL MY PRODUCT/SERVICE COST? WE MAY SAY THAT THE PRICE ELEMENT IS THE MORE FLEXIBLE COMPONENT OF THE MARKETING-MIX, SINCE IT IS EASY TO MODIFY, EVEN IN THE SHORT TERM. PRICE INCLUDES PSYCHOLOGICAL ASPECTS AS WELL AS EXTERNAL AND INTERNAL FACTORS, LIKE CHARACTERISTICS OF THE MARKET, OF THE DEMAND, COMPETITORS, COSTS...



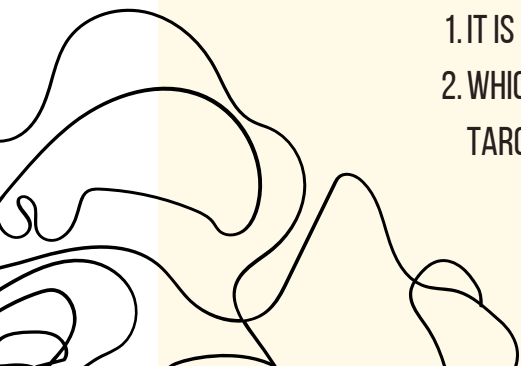
- **PRODUCT: IT HAS TO BE WITH THE EMPTINESS WE WANT TO FILL IN WITH OUR PRODUCT, IDEA, SERVICE, PERFORMANCE OR EXPERIENCE. THERE ARE THREE LEVELS IN ORDER TO COVER IT:**

1. **CORE BENEFIT – THE ESSENTIAL BENEFIT WE GET FROM IT AND SOLVING OUR NEEDS/PROBLEMS. FOR EXAMPLE, A BAR OF SOAP HELPS US TO WASH OURSELVES. IT SOLVES THE MAIN AND BASIC NEEDS.**
2. **ACTUAL PRODUCT – IT INVOLVES THE PRODUCT STRUCTURE. IT IS THE PART WHERE WE WORK ON THE DIFFERENTIATION FROM ANOTHER COMPETITOR, LIKE THE BRAND, DESIGN, PRESENTATION, PACKAGING, ENHANCED FEATURES...**
3. **AUGMENTED PRODUCT – ALL THE EXTRA ATTRIBUTES OF PRODUCTS OR SERVICES, SUCH AS GUARANTEE, DIFFERENT FORMS OF PAYMENTS, INSTALLATION, AFTER-SALES SERVICES, ETC.**

- **PLACE: IT HAS TO BE WITH THE DISTRIBUTION: ONLINE SALES, OFFLINE SALES, PUREPLAYERS COMPANIES, ETC. THERE ARE DIFFERENT LEVELS OF DISTRIBUTION CHANNELS (DIRECT, FROM MAKER TO CONSUMER OR INDIRECT ONES, INCLUDING BROKERS OR OTHER INTERMEDIARIES).**

- **PROMOTION: IT REFERS TO ALL THE ACTIVITIES RELATED TO COMMUNICATION CAMPAIGNS, SUCH AS ADVERTISING, PROMOTING, PUBLIC RELATIONS, SPONSORSHIP, TRADE SHOWS, DIRECT MARKETING, EVENTS AND MANY MORE. THE COMMUNICATION STRATEGY CAN BE UNDERSTOOD RELATED TO ONLY TWO CONCEPTS:**

1. **IT IS BASED ON A DEFINITION OF A CERTAIN MESSAGE**
2. **WHICH TOOLS SHALL I USE TO SPREAD THE WORD IN ORDER TO GET TO MY TARGET?**




SO NOW THAT WE KNOW A LITTLE BIT ABOUT MARKETING AND ITS PURPOSE, DO WE KNOW WHAT DIGITAL MARKETING IS ABOUT? WE CALL DIGITAL MARKETING TO ALL THE STRATEGIES DEVELOPED BY A COMPANY FOCUSED ON PROMOTING ITS BRAND/NAME ON THE INTERNET. ITS MAIN DIFFERENCE FROM TRADITIONAL MARKETING IS THE EXCLUSIVE USE OF ONLINE CHANNELS. THIS TYPE OF MARKETING ALLOWS US TO OBTAIN STATISTICS AND AN ANALYSIS OF THE RESULTS IN REAL TIME. ONLINE CHANNELS ARE THE COMMUNICATING CHANNELS RELATED TO THE INTERNET.

DIGITAL MARKETING OFFERS IMPORTANT BENEFITS, SUCH AS:

- **IMMEDIACY**: THEY CAN HAVE THE MARKETING CAMPAIGN RESULTS IN REAL TIME, THAT HELP US TO MAKE IT MORE PRECISE AND TO CHANGE IT EVERY TIME NEEDED.
- **GLOBAL REACH**: WE CAN GET TO ANYONE CONNECTED TO THE INTERNET, WHEREVER THEY ARE. BORDERS DO NOT EXIST ON THE INTERNET.





**LOYALTY:** THROUGH THE DIFFERENT TOOLS OF SOCIAL MEDIA WE CAN GET TO KNOW OUR TARGET MUCH BETTER, SO THAT MEANS WE CAN MAKE A MORE PERSONALIZED MESSAGE IN ORDER TO CREATE LOYALTY AND TO GET TO OUR CORE CLIENT.

**ACCURACY ON TARGET:** THE MORE WE KNOW OUR CUSTOMERS THE BETTER WE CAN FOCUS OUR MESSAGE. IT MEANS THAT USING THE RIGHT TOOLS/ONLINE PLATFORMS CAN LEAD US DIRECTLY TO THE GROUP OF PEOPLE WE WERE EXACTLY LOOKING FOR.

THE TITTLE OF THIS UNIT IS "PROMOTION WITH DIGITAL TOOLS' '. WE NEED TO SEPARATE TWO CONCEPTS THAT, EVEN THOUGH MOST OF THE TIME GO TOGETHER, HAVE A MAIN DIFFERENT MEANING AND USE. THEY ARE: ADVERTISING AND PROMOTION ON DIGITAL TOOLS. THE FIRST ONE REFERS TO THE ACTIVITIES WITH AN OVERCOST THAT ARE FOCUSED ON LONG-TERM RESULTS. PROMOTION, ON THE OTHER HAND, IS MUCH MORE RECOMMENDABLE FOR SMALL BUSINESSES AS THEY HAVE NO OVERCOST BUT A GREAT IMPACT INSTEAD.

PROMOTIONS REFER TO THE ENTIRE SET OF ACTIVITIES THAT COMMUNICATE THE PRODUCT, BRAND, OR SERVICE TO THE USER. THE IDEA OF PROMOTION IS TO MAKE PEOPLE AWARE, ATTRACT AND INDUCE THEM TO BUY THE PRODUCT, IN PREFERENCE OVER OTHER COMPETITORS. IT IS ONE OF THE FOUR ELEMENTS OF THE MARKETING MIX (WE HAVE ALREADY SEEN THEM BEFORE). THERE ARE SEVERAL MEANS OF PROMOTIONS SUCH AS PRESS RELEASES, CONSUMER PROMOTIONS LIKE DISCOUNT COUPONS, FREE DISTRIBUTION OF SAMPLES, REBATE, OFFERS, TRIAL OFFERS, CONTESTS, ETC.

THE MEANING AND USE OF ADVERTISING, ACCORDING TO THE CREATIVE DIGITAL MARKETING AGENCY SMART TOUCH, IN SAUDI ARABIA, IS A TECHNIQUE USED TO PERSUADE POTENTIAL CUSTOMERS TO BUY THE PRODUCT. ADVERTISEMENTS COME IN DIFFERENT WAYS THROUGH VARIOUS CHANNELS SUCH AS TELEVISION, RADIO, MAGAZINES, NEWSPAPERS, BILLBOARDS, POSTERS, WALLS, BUSES, ETC.

SMART TOUCH AGENCY REMINDS US THAT ONE OF THE MAIN TYPES OF PROMOTION IS DIRECT MARKETING. IT MAINLY TARGETS POTENTIAL CUSTOMERS. SOCIAL MEDIA MARKETING, INTERNET MARKETING, AND EMAIL MARKETING ARE ALL TYPES OF DIRECT MARKETING USED BY MOST COMPANIES. FOR SMALL BUSINESSES, PROMOTION IS A MORE COST-EFFICIENT METHOD FOR INCREASING SALES AND CONSUMER AWARENESS RESULTING IN SHORT-TERM IMMEDIATE GAINS.





REGARDING DIGITAL COMMUNICATION TOOLS FOR PROMOTION, WE ABSOLUTELY NEED TO MENTION ALL THE SOCIAL MEDIA PLATFORMS AND ONLINE TOOLS. THEY CAN HELP US TO DEVELOP A GOOD PROMOTIONAL CAMPAIGN WITH A GREAT IMPACT, WHILE SPENDING VERY LITTLE, AND MOST OF THE TIME, EVEN FOR FREE.

THE ONLINE PRESENCE IS AS IMPORTANT AS THE IN-PERSON PRESENCE.

DIGITAL COMMUNICATION TOOLS MAY INCLUDE THE UPLOADING OF A VIDEO ON YOUTUBE EXPLAINING OUR PROJECT, SPREADING OUT THE WORD OF OUR NEXT PERFORMANCE BY PUBLISHING POSTS ON FACEBOOK OR INSTAGRAM, RUN AN EMAIL MARKETING CAMPAIGN BY SENDING A SIMPLE EMAIL INCLUDING ALL THE INFORMATION WE WANT TO GIVE TO AS MANY PEOPLE AS POSSIBLE (POTENTIAL CUSTOMERS) OR TO POST A NEW ARTICLE OR SHORT REPORT ON OUR BLOG... THE GOAL WE WANT TO ACHIEVE WITH ALL OF THEM IS ALWAYS THE SAME: WE WANT TO LET PEOPLE KNOW THAT WE ARE DOING SOMETHING IN PARTICULAR AND SHOULD NOT BE MISSED (IT CAN BE A DANCING PERFORMANCE, A COOKING COURSE, A SMALL BOOK OF POETRY, SOME PAINTINGS USING CUTTING-EDGE TECHNIQUES OR OUR PHOTO EXHIBITION, ETC). WHATEVER WE ARE DOING, WE MUST MAKE USE OF DIGITAL TOOLS TO GET THE MOST OUT OF THEM. THE INVESTMENT WILL BE MEASURED ONLY IN TIME, SINCE PROMOTIONAL CAMPAIGNS DO NOT CARRY EXTRA EXPENSES. WE MUST TAKE ADVANTAGE OF ALL THE BENEFITS THEY CAN GIVE US FOR FREE.

THERE ARE SOME DIFFERENT WAYS TO PROMOTE YOUR BRAND ON THE INTERNET AND DEPENDING ON OUR PURPOSE WE CAN MAKE A DIFFERENT CHOICE AMONG THEM:

- **SOCIAL MEDIA MARKETING**

THIS PROMOTIONAL CAMPAIGN WILL BE DEVELOPED ON DIFFERENT SOCIAL MEDIA PLATFORMS, SUCH AS FACEBOOK, TWITTER, INSTAGRAM OR LINKEDIN. POSTING ON THEM NEW INFORMATION OR VIDEOS WILL HELP US TO PROMOTE OUR BRAND AND WILL GENERATE LEADS FOR OUR BUSINESS.

- **CONTENT MARKETING**

IT IS THE ONE BASED ON POSTING ARTICLES, VIDEOS, REPORTS OR CONTENT ON OUR WEBSITE OR BLOG. WE MUST CREATE AND DISTRIBUTE RELEVANT AND VALUABLE INFORMATION FOR OUR AUDIENCE.

- **EMAIL MARKETING**

THIS KIND OF MARKETING PROMOTION IS JUST SENDING A COMMERCIAL EMAIL INCLUDING ALL THE INFORMATION WE WANT TO BE KNOWN TO A LIST OF CONTACTS. AS A PRACTICAL EXAMPLE OF PROMOTION ON THE INTERNET FOR VERY SMALL BUSINESS PROJECTS, WE CAN NAME THE SPANISH-UKRAINIAN MADE COOKIES “COOKRANIAS”: SOME REFUGEE WOMEN, TOGETHER WITH THEIR SPANISH HOST, ARE SELLING THEIR OWN COOKIE RECIPE THROUGH SOME ONLINE CHANNELS. ALSO, THE WORD OF MOUTH IS STILL ONE OF THE BEST ADVERTISING EVER.

## EXERCISE:

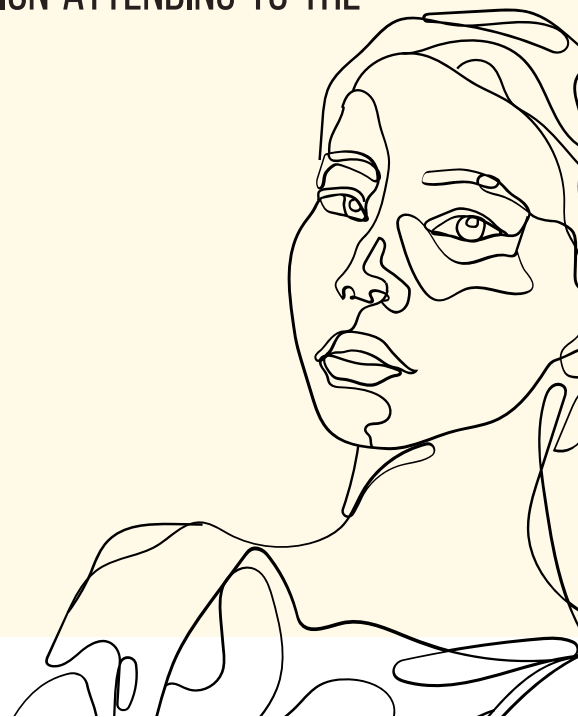
- A SMALL THEATRE COMPANY IS GOING TO PERFORM IN YOUR CITY. THEY WILL PERFORM A CHILDREN'S PLAY. HOW WOULD YOU HELP THEM TO PROMOTE THIS EVENT? ON WHICH ONLINE PLATFORMS DO YOU THINK IS NECESSARY TO MAKE A POST REGARDING THE THEATRE PLAY? CAN YOU EXPLAIN THE CONCRETE ACTIVITIES YOU WOULD DO IN ORDER TO PROMOTE THE PERFORMANCE? DISCUSS IT WITH THE GROUP.
- IMAGINE THAT YOU ARE ALREADY RUNNING YOUR OWN BUSINESS. IT HAS TO BE WITH FLOWERS AND SMALL PLANTS. ONE OF YOUR BUSINESS LINES IS MAKING THE BRIDAL BOUQUET AS REQUESTED BY THE BRIDE. YOU WANT TO ENHANCE THIS BUSINESS LINE. WHAT KIND OF DIGITAL MARKETING CAMPAIGNS AND ACTIVITIES WILL YOU DO FOR ACHIEVING YOUR GOAL?
- YOU RUN A HANDMADE FOOTWEAR SMALL E-COMMERCE. YOU WORK IN YOUR OWN BASEMENT IN ORDER TO SAVE MONEY BUT NEED TO PROMOTE YOUR CRAFT PRODUCTS IN YOUR TOWN. CAN YOU THINK OF DIFFERENT WAYS OF PROMOTING YOUR NEW BRAND OF FOOTWEAR? CAN YOU NAME SOME EXCLUSIVE ONLINE DIGITAL PROMOTION ACTIVITIES THAT MAY HELP YOU TO SPREAD OUT THE WORD?

## **UNIT 2 – SOCIAL MEDIA MARKETING, CONTENT MARKETING AND EMAIL MARKETING. HOW TO USE THEM FOR THE CREATIVE SECTOR? (OPEN PAGES AND THEIR MANAGEMENT)**

AS WE HAVE SAID BEFORE, THERE ARE MAINLY THREE BIG TYPES OF PROMOCIONAL MARKETING. IN THIS UNIT WE WILL WIDELY TALK ABOUT THEM AND EXPLAIN THEIR USE AND BENEFITS AND THEIR PROS AND CONS. WE WILL REDIRECT ALL THIS INFORMATION ATTENDING TO THE CREATIVE AND CULTURAL SECTOR.

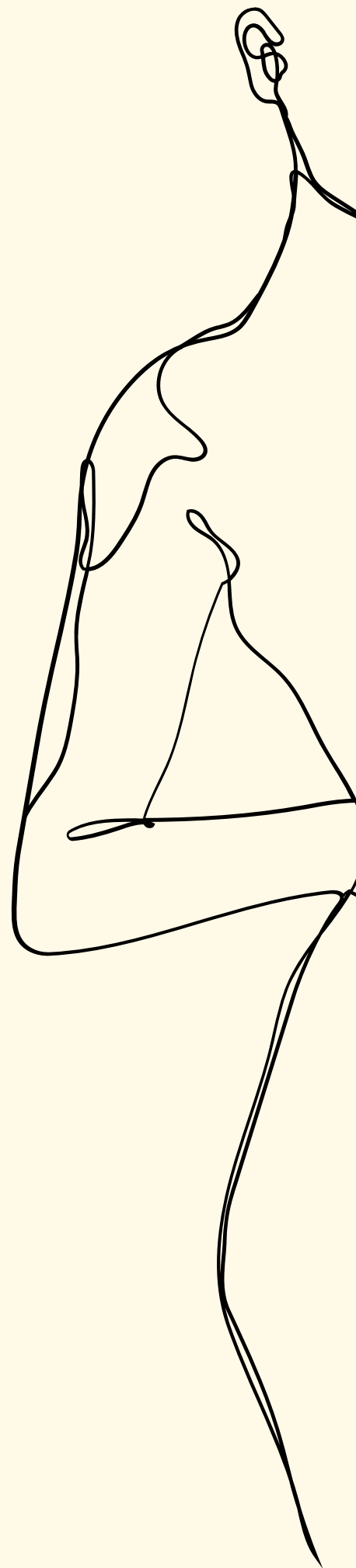
### **2.1. SOCIAL MEDIA MARKETING**

AS WE HAVE SAID BEFORE, THERE ARE MAINLY THREE BIG TYPES OF PROMOCIONAL MARKETING. IN THIS UNIT WE WILL WIDELY TALK ABOUT THEM AND EXPLAIN THEIR USE AND BENEFITS AND THEIR PROS AND CONS. WE WILL REDIRECT ALL THIS INFORMATION ATTENDING TO THE CREATIVE AND CULTURAL SECTOR.



NOWADAYS THE DIFFERENT SOCIAL MEDIA PLATFORMS ARE PART OF OUR DAILY ROUTINE. THANKS TO THEM WE ARE CONNECTED TO EVERYONE IN EVERY MOMENT. OUR FORMER WAY OF INTERACTION WILL NOT EVER LOOK THE SAME AS IT WAS BEFORE THESE SOCIAL MEDIA PLATFORMS EXISTED. THEY HAVE CHANGED RADICALLY THE WAY WE BEHAVE AND SOCIALIZE WITH FRIENDS, RELATIVES, COLLEAGUES, BUSINESS PARTNERS OR CLIENTS. THEY HELP TO GET TO PEOPLE WE HAVE NEVER THOUGHT THEY COULD BE INTERESTED IN OUR PRODUCTS, SERVICES OR IDEAS. WITH THEM WE CAN EASILY SHARE OUR IDEAS OR INFORMATION WITH THE COMMUNITY OR VIRTUAL NETWORK.

SOCIAL MEDIA PLATFORMS HELP TO SPREAD OUT OUR NETWORK AND GET TO NEW AND BROAD AUDIENCES THAT ARE NOT PHYSICALLY AT THE SAME PLACE WE ARE. AND THIS IS PART OF THEIR MAGIC, AS WELL AS THE IMMEDIACY THEY BRING. NEWS, COMMENTS, VIDEOS, PHOTOS AND POSTS ARE EASILY AND RAPIDLY SPREAD OUT THROUGHOUT THE ENTIRE WORLD IN MINUTES. THEY CAN GET “VIRAL” IF PEOPLE REALLY ENJOY THESE VIDEOS OR POSTS.



SO ONE OF THE KEY FACTORS IS TO MAKE PEOPLE BE ATTRACTED TO WHAT WE ARE SHOWING THEM. IT IS ABOUT THE CONTENT AND THE CONTINENT, BOTH ASPECTS ARE CRUCIAL, PARALLEL AND CONNECTED. WITHOUT THE FIRST ONE WE CAN NOT HAVE THE SECOND ONE, AS THEY ARE LINKED. WE NEED TO TAKE INTO CONSIDERATION THAT SOCIAL MEDIA PLATFORMS ARE FULL OF NEW MESSAGES AND VIDEOS EVERY MINUTE SO WE NEED TO WORK HARD ON THEM AND POST AT LEAST ONE OR TWO TIMES ON A WEEKLY BASIS IN ORDER TO BE REMEMBERED. WE NEED TO BE CONSTANT AND PREPARE OUR PRESENTATIONS ACCURATELY.

WE NEED TO GIVE NEW AND RELEVANT INFORMATION TO OUR CLIENTS EVERY WEEK. SO WE MUST BE CREATIVE AND ACTIVE ON THESE PLATFORMS. IF WE WANT TO SUCCEED WE WILL NEED TO BE IN CHARGE OF THE PLANIFICATION OF OUR PRESENCE IN SOCIAL MEDIA AND WE WILL LEAD THE STRATEGY BASED ON THE VARIOUS PLATFORMS.



## EXERCISE:

- IN GROUPS OF 3 MAKE A LIST OF ALL THE SOCIAL MEDIA PLATFORMS YOU KNOW. ONCE YOU HAVE IT, EXPLAIN IN WHICH SOCIAL MEDIA PLATFORM YOU WILL FOCUS YOUR PRESENCE IN THE FOLLOWING CONTEXTS:

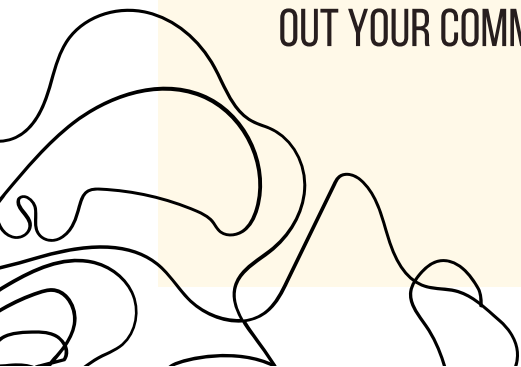
1. NEED TO ENLARGE THE NUMBER OF CONTACTS AT WORK.
2. WANT TO SHOW YOUR FRIENDS ABOUT YOUR LAST WEEKEND BREAK IN LISBON.
3. WANT TO INFORM YOUR COMMUNITY AND NEIGHBOURS ABOUT THE BUS-LIBRARY THAT IS MOVING TO YOUR DISTRICT EVERY THURSDAY AND FRIDAY.
4. SHOW YOUR DISSATISFACTION REGARDING THE NEW EDUCATIONAL LAW IN PUBLIC SCHOOLS THAT THE GOVERNMENT WILL IMPLEMENT WITHIN SOME MONTHS.
5. ASK YOUR SON IF HE IS JOINING YOU FOR DINNER.
6. SHOW YOUR FRIENDS ABOUT YOUR NEXT DOG ADOPTION.



WE HAVE LISTED THE FOLLOWING SOCIAL MEDIA PLATFORMS REGARDING THEIR IMPORTANCE AND RELEVANCE. HEREIN IS THE LIST OF THE MAIN ONES (NO MATTER THE SECTOR OUR BUSINESS IS:

FACEBOOK	YOUTUBE	LINKEDN	TWITTER
WHATSAPP	FACEBOOK	PINTEREST	TUMBLR
MESSENGER	VIMEO	FLICKR	REDDIT
BIZSUGAR	MEDIUM	INSTAGRAM	
SPOTIFY	VIBER	TIKTOK	
WETRANSFER	WECHAT	SNAPCHAT	

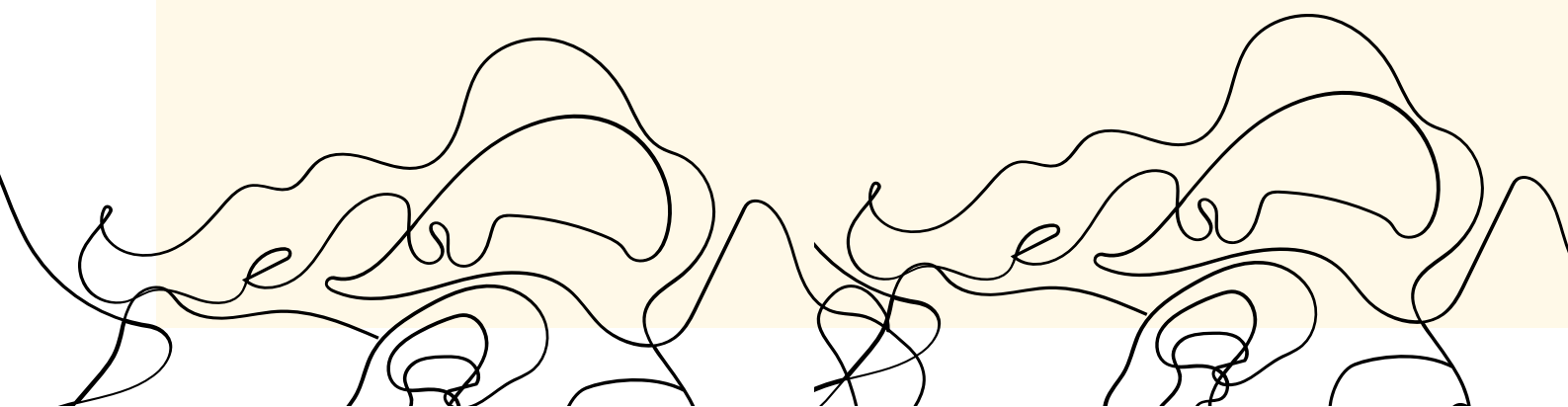
THERE ARE A LOT OF DIFFERENT SOCIAL MEDIA PLATFORMS, BUT WE SPECIFICALLY RECOMMEND THE FOLLOWING ONES, MUCH MORE RELATED TO THE CREATIVE AND CULTURAL FIELD: PINTEREST, INSTAGRAM, YOUTUBE OR VIMEO. YOU CAN UPLOAD A VIDEO OR PHOTOS ON ANY ONE OF THEM AND CHECK PEOPLE'S INTEREST. IT ABSOLUTELY WORTHS TO OPEN AN ACCOUNT ON ALL OF THEM, AS WE BELIEVE THEIR STRONG RELATION BETWEEN THEM AND THE CREATIVE SECTOR IS VERY RELEVANT. BESIDES THIS, WE ALSO RECOMMEND HAVING A FACEBOOK PAGE WHERE YOU CAN WRITE AND POST ABOUT YOUR PRODUCTS, SERVICES OR PERFORMANCES. FACEBOOK IS A GOOD SPEAKER AS IT IS NORMALLY USED BY HUNDREDS OF PEOPLE IN AND OUT YOUR COMMUNITY SO IT WILL HELP YOU TO SPREAD THE WORD.





WE NEED TO PAY ATTENTION REGARDING THE DIFFERENCE BETWEEN THE PERSONAL FACEBOOK PAGE AND THE ONE CREATED TO HELP WITH PROMOTION OF YOUR BUSINESS. IT IS VERY IMPORTANT TO SEPARATE THEM. FOR BUSINESS PURPOSES WE SUGGEST CREATING A PUBLIC PROFILE ON FACEBOOK, AS IT WILL HELP YOU TO SPREAD THE WORD EASILY. FOLLOW THESE STEPS TO BECOME A PUBLIC PROFILE:

- CLICK THE CREATE BUTTON NEXT TO THE PAGE LINK ABOVE YOUR FACEBOOK HOME PAGE.
- A NAME YOU CAN GIVE YOUR PAGE WILL INSPIRE YOUR USERS (WE SUGGEST USING YOUR BUSINESS NAME OR BRAND).
- YOU CAN DESCRIBE YOUR PAGE UNDER ONE OF THE FOLLOWING CATEGORIES: PUBLIC FIGURES. THE INFORMATION SHOULD BE AS COMPREHENSIVE AS POSSIBLE.
- YOU SHOULD PUT A PHOTO ON YOUR PAGE. IMAGES ARE ALWAYS CATCHEE! IT WOULD BE NICE IF YOU COULD PUT A COVER PHOTO ON YOUR PAGE.
- CLICK ON CONTINUE, AND THEN YOU WILL HAVE YOUR PUBLIC PROFILE, RELATED TO YOUR BUSINESS.



AT THIS POINT WE NEED TO TALK ABOUT TRANSMEDIA AND HOW IT CAN HELP US WITH OUR PROMOTION. TRANSMEDIA STORYTELLING IS THE TECHNIQUE OF TELLING A SINGLE STORY COMBINING MULTIPLE MEDIA FORMS, ACROSS MULTIPLE FORMATS OR PLATFORMS, ALWAYS USING DIGITAL TECHNOLOGIES. WE COULD USE A TRANSMEDIA TECHNIQUE THROUGH DIFFERENT CHANNELS, LIKE LINKEDIN, PINTEREST AND FACEBOOK OR COMBINING LINKED POSTS ON INSTAGRAM, WHATSAPP, TWITTER AND VIMEO.

### **EXERCISE:**

- IN GROUPS OF 4 MAKE A TRANSMEDIA STORYTELLING ABOUT THE SETTING UP OF AN ART GALLERY. CAN YOU EXPLAIN HOW YOUR TRANSMEDIA NARRATIVE PLATFORMS WILL INCLUDE? WILL YOU POST THE SAME MESSAGES IN EVERY DIGITAL PLATFORM YOU NAMED OR WILL YOU CHANGE THE ORIGINAL MESSAGE FOR EACH PLATFORM?

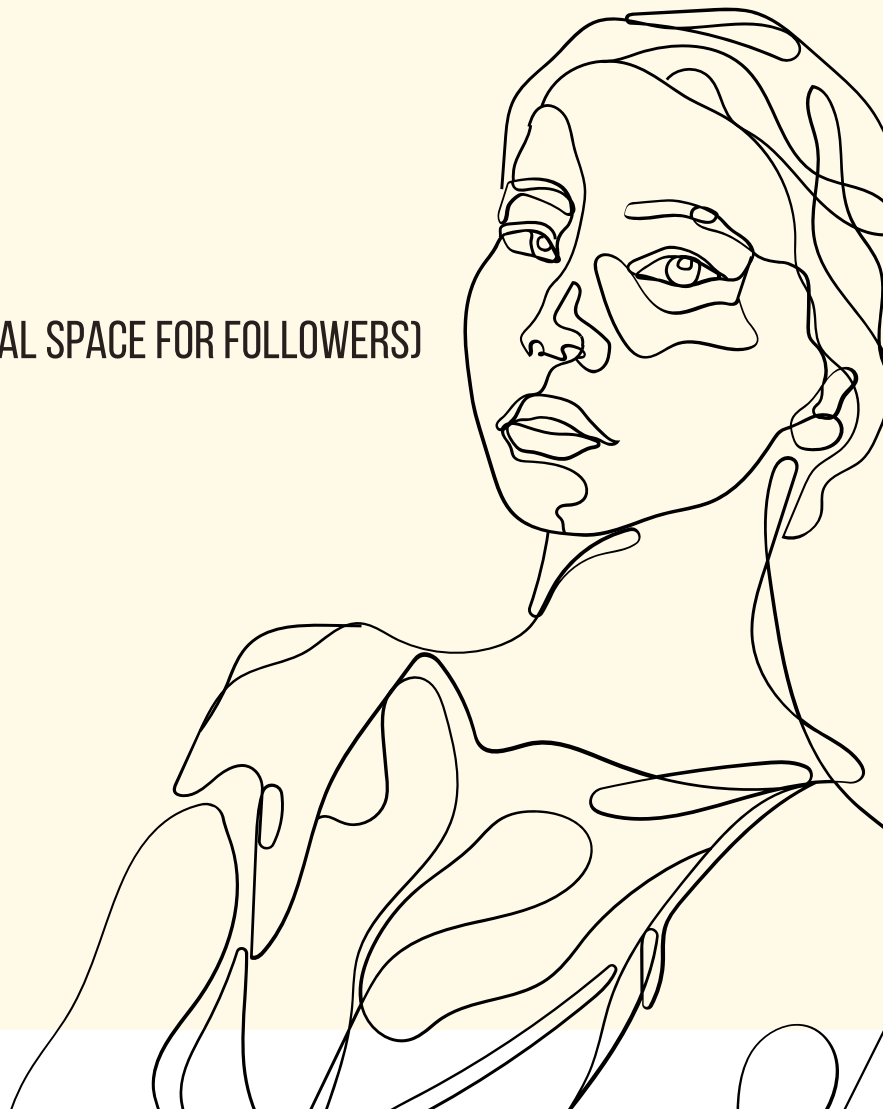


## 2.2. CONTENT MARKETING

CONTENT MARKETING IS THE ONE BASED ON THE INFORMATION, DATA, VIDEOS, TIPS OR PHOTOS PROVIDED. YOU ARE YOUR OWN WRITER SO IT MEANS THAT NO ONE BUT YOU KNOWS BETTER ABOUT WHAT YOU ARE DOING. YOU HAVE TO TELL THE PEOPLE WHAT YOU DO, HOW GOOD YOU WORK AND THE IMPACT YOUR BUSINESS HAS IN YOUR COMMUNITY. YOU HAVE TO GIVE YOUR AUDIENCE NEW CONTENT, NEW VIDEOS OR THE LATEST INFORMATION REGARDING YOUR BUSINESS, YOUR MANUFACTURING.

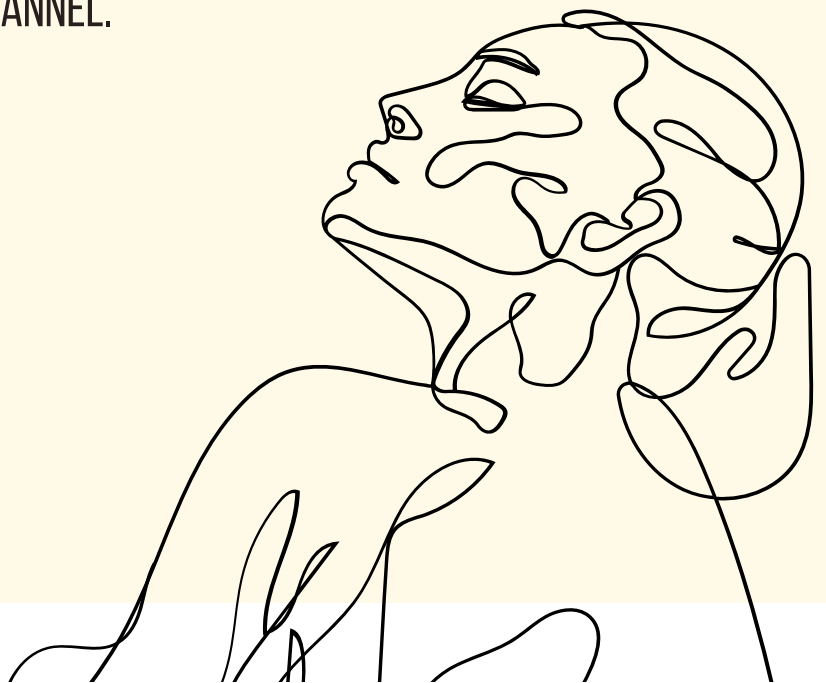
SOME PLATFORMS TO TAKE CARE FOR THE CONTENT MARKETING ARE THE FOLLOWINGS:

- WEBSITE
- BLOG
- NEWSLETTER
- COMMUNITY (A VIRTUAL SPACE FOR FOLLOWERS)
- PODCAST
- WEBINAR



RELEVANT CONTENT IS ALWAYS WELCOME BY YOUR CUSTOMERS AND POTENTIAL CLIENTS. KEEPING THE IDEA OF AN ALIVE BUSINESS AND AN UP-TO-DATE WEB PAGE MEANS THAT YOU CARE ABOUT YOUR CRAFT AND PRODUCTS AND ALSO ABOUT THE PEOPLE THAT FOLLOW YOUR BUSINESS. IT IS AN ACTIVE SHOWCASE WHERE YOU CAN SHOW YOUR PRODUCTS AND THEIR QUALITIES WHILE AT THE SAME TIME YOU CAN INTERACT WITH YOUR CLIENTS AND GET TO KNOW THEIR NEEDS BETTER.

TO DEVELOP A GOOD CONTENT MARKETING STRATEGY YOU JUST NEED TO UPDATE YOUR WEBSITE AS MUCH AS POSSIBLE, WITH NEW ENTRIES EVERY WEEK OR EVERY TWO WEEKS. HAVING A BLOG IS JUST ONE IDEA THAT MAY HELP YOU TO BROADEN YOUR BUSINESS MARKETING STRATEGY AND WILL LET PEOPLE KNOW WHAT YOU ARE DOING. FOR THE CREATIVE SECTOR IT IS VERY IMPORTANT TO HAVE NOT ONLY A PROFESSIONAL WEBSITE OR BLOG BUT ALSO A VERY DYNAMIC ONE. IT HAS TO BE VERY SIMPLE, RICH AND VISUAL, WITH A BALANCE BETWEEN TEXT AND PHOTOGRAPHS OR VIDEOS. A GOOD TIP IS TO LINK IT WITH YOUR YOUTUBE CHANNEL.



CREATING A BLOG THAT MARKS THE DIFFERENCE IS NOT EASY BUT PAYING ATTENTION TO DETAILS MAY LEAD US TO HAVE A GOOD POSITION ON OUR CONSUMER'S MIND. BLOGS WITH GREAT IMPACT ARE ALWAYS REMEMBERED BY USERS AND READERS. REMEMBER THAT CONSUMERS/AUDIENCE LIKE FRESH, ORIGINAL AND CREATIVE CONTENT.

**EXERCISE:**

- TODAY IS YOUR FIRST DAY AS AN ENTREPRENEUR: YOU HAVE JUST SET UP A BUSINESS. YOU HAVE YOUR OWN WEBSITE, WHICH CONTENT WILL YOU UPLOAD? BE SPECIFIC AND EXPLAIN IN DETAIL ALL OF THEM. FOR YOUR MONTHLY NEWSLETTER WHICH APPEALING CONTENT WILL YOU INCLUDE? DISCUSS IT WITH THE GROUP.

## **2.3. EMAIL MARKETING**

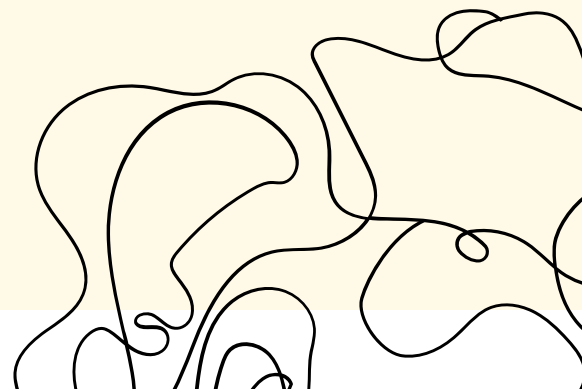
BE CAREFUL BECAUSE IT IS NOT JUST SENDING AN EMAIL AND FORGET ABOUT CATCHING NEW CLIENTS. MAILING MARKETING STRATEGIES ARE FOCUSED ON GETTING NEW LEADS, REDIRECTING THEM TO THE E-SHOP AND GENERATE "TRAFFIC" IN ORDER TO INCREASE SALES.

BUT IT IS ALSO A WAY TO INFORM OUR NETWORK CUSTOMERS, PARTNERS OR POTENTIAL CLIENTS ABOUT NEW EVENTS RELATED TO OUR BUSINESS OR TO SHOW OUR PRODUCTS OR SERVICES IN DETAIL AS WE CAN INCLUDE STEP-BY-STEP GUIDES, VIDEO PERFORMING, VIDEO INSTRUCTIONS, AN INFOGRAPHIC, DISCOUNTS, ETC. THIS IS OUR SPACE SO WE MUST TALK ABOUT OUR BRAND, OUR SERVICES, THE BENEFIT OF USING OUR PRODUCTS, THE VALUE OF OUR BRAND AND ALL THE RELATED ADVANTAGES IT HAS.

A GOOD MAILING CAMPAIGN TRIES TO:

- GET PERSONAL
- HAVE A SHORT AND APPEALING SUBJECT LINE
- DRIVE TRAFFIC TO YOUR WEBSITE BY INCLUDING LINKS TO IT

ACCORDING TO THE SPROUT SOCIAL WEBSITE, IT WILL HELP US TO PROMOTE OUR PRODUCTS WHILE DEVELOPING RELATIONSHIPS WITH POTENTIAL CUSTOMERS. COPYING THEIR COMMENTS “THERE IS NOTHING QUITE LIKE WORD-OF-MOUTH MARKETING, AND HAVING SOLID FOUNDATIONS WITH YOUR CUSTOMERS IS A GREAT WAY TO KEEP THEM EXCITED ABOUT YOUR BUSINESS. WHEN YOU HAVE CUSTOMERS WHO HAVE ENTHUSIASM FOR YOUR BUSINESS, NOT ONLY WILL THEY CONTINUE TO SHOP WITH YOU, BUT THEY’LL TELL THEIR FRIENDS AND FAMILY ABOUT YOU AS WELL”.



THE WEBSITE OF TECHNOLOGIES PRIDE, AN ONLINE MARKETING SERVICE PROVIDER, CONFIRMS THAT AN EMAIL CAMPAIGN IS A GREAT OPPORTUNITY TO REMIND CLIENTS ABOUT YOUR BUSINESS AND BRAND. THE MORE OFTEN YOUR CLIENTS SEE RELEVANT EMAILS FROM YOU IN THEIR INBOX, THE MORE LIKELY THEY ARE TO CHOOSE YOUR COMPANY WHEN LOOKING FOR A PRODUCT OR SERVICE. THEIR SUGGESTION IS TO COMBINE SALES EMAILS WITH EDUCATIONAL CONTENT, THIS MEANS TO SEND THEM INFORMATION REGARDING OUR OFFERS OR PRODUCTS BUT ALSO RELEVANT CONTENT REGARDING OUR SECTOR OR ARTICLES ABOUT THE NEW TRENDS AND INNOVATION IN OUR FIELD OR WORK. THE INFORMATION TECHNOLOGY COMPANY OF PRIDE GIVES US ANOTHER TIP, WHICH IS TO ADD REVIEWS AND TESTIMONIALS TO YOUR EMAIL CAMPAIGNS SO YOUR READERS (SUBSCRIBERS TO YOUR NEWSLETTERS) HAVE THE PROOF IN FRONT OF THEM. YOU CAN ALSO PROVIDE A LINK TO YOUR SITE PAGE CONTAINING CUSTOMER FEEDBACK, SO THEY CAN CHECK THAT YOU ARE FOR REAL AND THAT YOUR BUSINESS IS NOT SOMETHING VAGUE.

SOME EXAMPLES OF THIS KIND OF PLATFORMS ARE:

- ACTIVECAMPAIGN ( [WWW.ACTIVECAMPAIGN.COM](http://WWW.ACTIVECAMPAIGN.COM) )
- SENDINBLUE ( [WWW.SENDINBLUE.COM](http://WWW.SENDINBLUE.COM) )
- MAILCHIMP ( [WWW.MAILCHIMP.COM](http://WWW.MAILCHIMP.COM) )
- DRIP ( [WWW.DRIP.COM](http://WWW.DRIP.COM) )
- MAILJET ( [WWW.MAILJET.COM](http://WWW.MAILJET.COM) ).

WE WOULD LIKE TO TALK A BIT ABOUT ANOTHER PLATFORMS THAT HELP US TO SPREAD THE WORD, LIKE INSTANT MESSAGING PLATFORMS OR DATA SHARING TOOLS. THEY ALSO CAN HELP TO PROMOTE OUR BRAND, PRODUCTS OR SERVICES WHILE, AT THE SAME TIME, DEVELOPING RELATIONSHIPS WITH POTENTIAL CLIENTS. SOMETIMES THEY CAN BE VERY HELPFUL. THE INSTANT MESSAGING PLATFORMS, LIKE WHATSAPP, VIBER, WECHAT, CHATON, TANGO, KIK MESSENGER OR TELEGRAM. ITS GREATEST ADVANTAGE IS IMMEDIACY. IT IS ADVISABLE FOR SHORT, DIRECT MESSAGES THAT MUST BE ATTENDED TO OR ANSWERED SHORTLY.

REGARDING THE VIRTUAL MEETINGS, IT IS ESSENTIAL TO DOWNLOAD ANY OF THE APPS THAT, FOR FREE, GIVE US THE OPPORTUNITY TO GET IN TOUCH WITH PEOPLE WHO ARE FAR FROM US. THEY HELP TO IMPROVE THE PRODUCTIVITY OF THE COMPANY AND HELP TO ENHANCE RELATIONSHIPS WITH CUSTOMERS AND SUPPLIERS. THEY INCREASE THE NUMBER OF COMMUNICATIONS BETWEEN DIFFERENT ACTORS RELATED TO YOUR BUSINESS, AND ALSO IMPROVE THE MONITORING OF PROJECTS WITH COLLABORATORS OR EMPLOYEES. DIFFERENT PLATFORMS CAN BE MICROSOFT TEAMS, ZOOM OR GOOGLE MEET, WEBEX OR SLACK.





## **EXERCISE:**

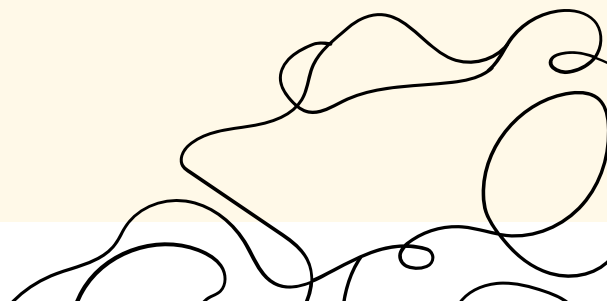
- MRS. A IS A GOOD FRIEND OF YOURS. SHE HAS STARTED A SMALL BUSINESS RELATED TO CATERING. SHE IS THINKING OF A MAILING CAMPAIGN TO LET HER CLIENTS KNOW MORE ABOUT WHAT SHE DOES AND THE PROVIDED SERVICES BY HER CATERING ENTERPRISE. FOR EXAMPLE, SHE ATTENDS CONFERENCES AND EVENTS AND SERVES THE CATERING, AS A BRAND NEW SERVICE. ASK AND DEBATE THE NEXT QUESTIONS:

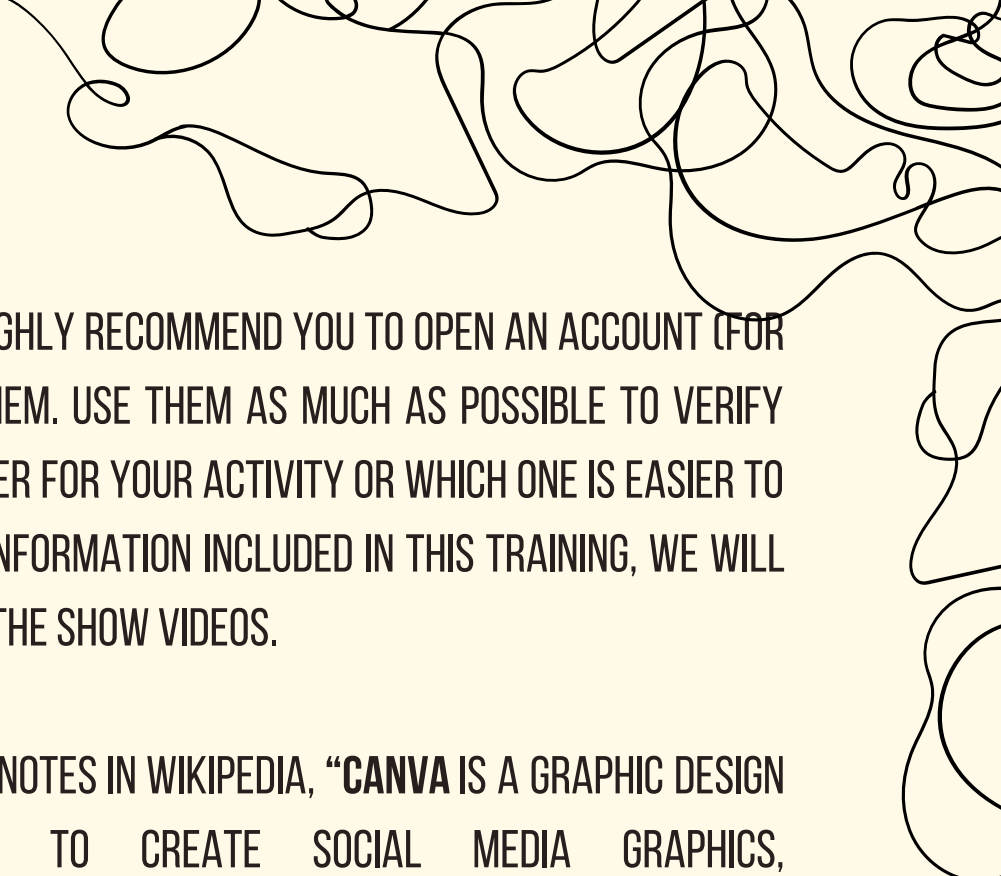
-WHICH IS THE TARGET MRS. A NEEDS TO GET TO?

-MAKE UP A SHORT AND APPEALING SUBJECT LINE

## **UNIT 3 – INSTRUCTIONS ON HOW TO USE TOOLS TO IMPROVE VISUAL COMMUNICATION (CANVA, CRELLO, PIKTOCHART, EASLE.LY...)**

IN THIS UNIT WE WILL DEVELOP SOME OF THE MOST IMPORTANT VISUAL COMMUNICATION TOOLS OR PLATFORMS. THEY ARE BASIC TO DEVELOP THE VISUAL PART OF THE DIGITAL COMMUNICATION AS THEY ARE TOOLS THAT USE A LOT OF COLOURS, VISUAL EFFECTS AND LOOK VERY MODERN AND UP-TO-DATE TOOLS.





FIRST OF ALL WE HIGHLY RECOMMEND YOU TO OPEN AN ACCOUNT (FOR FREE) IN ALL OF THEM. USE THEM AS MUCH AS POSSIBLE TO VERIFY WHICH ONE IS BETTER FOR YOUR ACTIVITY OR WHICH ONE IS EASIER TO USE. BESIDES THE INFORMATION INCLUDED IN THIS TRAINING, WE WILL DEVELOP THEM BY THE SHOW VIDEOS.

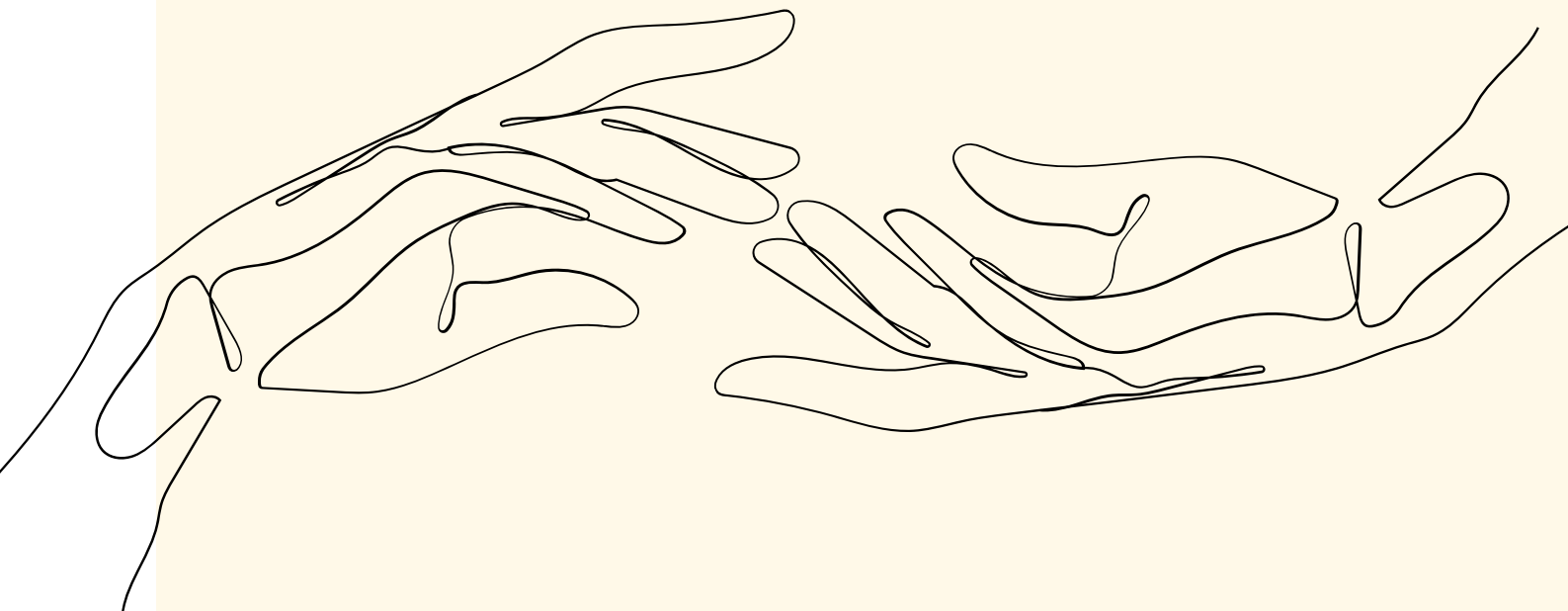
ACCORDING TO THE NOTES IN WIKIPEDIA, “**CANVA** IS A GRAPHIC DESIGN PLATFORM, USED TO CREATE SOCIAL MEDIA GRAPHICS, POSTERS, DOCUMENTS PRESENTATIONS, AND OTHER VISUAL CONTENT. THE APP INCLUDES TEMPLATES FOR USERS TO USE. THE PLATFORM IS FREE TO USE AND OFFERS PAID SUBSCRIPTIONS SUCH AS CANVA PRO AND CANVA FOR ENTERPRISE FOR ADDITIONAL FUNCTIONALITY”.  
[WWW.CANVA.COM](http://WWW.CANVA.COM)

**CRELLO** IS A DESIGN APPLICATION USED TO CREATE PHOTO MONTAGES, VIDEOS OR ANIMATIONS. THESE MONTAGES CAN BE USED OR POSTED ON SOCIAL NETWORKS. IN SHORT, WE CAN SAY THAT CRELLO IS AN APP THAT ALLOWS US TO MAKE PROFESSIONAL DESIGNS WITHOUT TOO MUCH EFFORT. [WWW.CRELLO.COM](http://WWW.CRELLO.COM)

**PIKTOCHART** HELPS US TO CREATE INFOGRAPHICS, POSTERS OR ONLINE PRESENTATIONS. IT ALLOWS USERS WHO HAVE NO DESIGN EXPERIENCE TO CREATE THEIR OWN POSTERS OR FLYERS, USING CUSTOMIZABLE TEMPLATES. IT IS A SIMPLE WAY TO CREATE VISUAL CONTENT THAT WILL BE USEFUL FOR YOUR BUSINESS. [HTTPS://PIKTOCHART.COM](https://piktochart.com)

**EASLE.LY** IS AN ONLINE TOOL THAT HELPS TO CREATE INFOGRAPHICS OR PRESENTATIONS. THERE ARE PRE-DESIGNED TEMPLATES TO HELP TO START. IT GIVES YOU THE CHANCE TO EDIT TEXT, OBJECTS OR SHAPES. THE FREE VERSION OFFERS A GOOD NUMBER OF TEMPLATES. EASL.LY IS HIGHLY RECOMMENDED TO START PRODUCING AND EDITING OUR OWN INFOGRAPHICS. [WWW.EASEL.LY](http://www.easel.ly)

THERE ARE MUCH MORE TOOLS FOCUSED ON DESIGN THAT MAY BE HELPFUL AND USEFUL FOR OUR BUSINESS. HERE WE COPY SOME OF THEM: PREZI, LUCIDPRESS, GOOGLE WORKSPACE.



## EXERCISE:


- USING CANVA, CREATE A POSTER RELATED TO YOUR OWN BUSINESS IDEA (WE SUGGEST ADDING VISUAL CONTENT, IMAGES OR AN APPEALING MESSAGE).
- WITH THE HELP OF CRELLO, CREATE A SHORT VIDEO OR ANIMATION REGARDING YOUR BUSINESS IDEA. FOR EXAMPLE, A FLOWER STORE, AN SMALL THEATRE COMPANY OR ONLINE COOKING COURSES.
- YOU MUST CREATE YOUR OWN FLYER TO INFORM THE AUDIENCE ABOUT YOUR NEW BUSINESS/ E-COMMERCE. WITH YOUR PIKTOCHART ACCOUNT CREATE ONE IMPACTING FLYER.
- INFOGRAPHIC: WE HAVE SEEN BEFORE THAT EASLE.LY WOULD HELP US TO CREATE A VISUAL INFOGRAPHIC, ALTHOUGH WE ARE NOT ACQUAINTED WITH WEB DESIGN. CHOOSE ONE OF THE FOLLOWING TOPICS AND CREATE A FRESH INFOGRAPHIC:
  - TOPIC 1: DIVERSITY AND INCLUSION
  - TOPIC 2: WOMEN AND EMPLOYMENT
  - TOPIC 3: LEANING REMOTE AND ONLINE COURSES

# UNIT 4 - HOW TO CREATE A MARKETING STRATEGY

ACCORDING TO THE VENNGAGE WEBSITE, A MARKETING PLAN IS A REPORT THAT OUTLINES THE MARKETING STRATEGY FOR A CERTAIN PERIOD OF TIME. TYPICALLY, A MARKETING PLAN INCLUDES:

- AN OVERVIEW OF YOUR BUSINESS'S MARKETING AND ADVERTISING GOALS (WHERE DO I WANT TO GO FROM HERE?)
- A DESCRIPTION OF YOUR BUSINESS'S CURRENT MARKETING POSITION (WHERE AM I AT THIS MOMENT?)
- A TIMELINE OF WHEN TASKS WITHIN YOUR STRATEGY WILL BE COMPLETED (HOW SOON DO I WANT TO GET RESULTS, YEAR BASIS, QUARTER, SIX-MONTH BASIS?)
- KEY PERFORMANCE INDICATORS KPIS . (HOW CAN I MEASURE THEM? HOW CAN I TRACK AND EVALUATE IF I AM DOING IT RIGHT?)
- A DESCRIPTION OF YOUR BUSINESS'S TARGET MARKET AND CUSTOMER NEEDS. (WHAT DOES MY AUDIENCE WANT? AND THE MOST IMPORTANT THING: WHO ARE THEY?)





A GOOD MARKETING PLAN SHOULD INCLUDE ASPECTS, SUCH AS THE GOALS WE WANT TO ACHIEVE (THEY MUST BE REALISTIC), DEFINE OUR MARKET CURRENT POSITION, TIMELINE OF DEVELOPMENT AND PERFORMANCE INDICATORS, IN ORDER TO TRACK AND MONITOR. APART FROM ALL THIS, OUR BEST ADVICE IS TO KEEP IT SIMPLE. SOMETIMES, LESS MEANS MORE.

THE VERY FIRST STEP IS WRITING A SIMPLE SHORT EXECUTIVE SUMMARY, THAT WILL BE THE GUIDE AND BASIS FOR THE DEVELOPMENT OF ANY FUTURE MARKETING ACTIVITY. FROM THIS POINT YOU CAN MOVE FORWARD AND GO BEYOND BY DESCRIBING THE ACHIEVEMENT YOU WANT TO GET.

A MARKETING STRATEGY IS NEEDED ALL THE WAY. WE ARE THE BEST TO PROMOTE OUR ACTIVITY AND BUSINESS AND MUST BE CONSCIOUS THAT IT IS A LONG TERM WORK AND NOT SOMETHING THAT IS DONE IN JUST A SPECIFIC MOMENT. WE NEED TO RESEARCH ALL OF OUR COMPETITORS (AND ALSO COPY THEM WHEN NECESSARY) AND SET ACCURATE METRICS AND REALISTIC GOALS AND ACHIEVEMENTS.

A GOOD MARKETING STRATEGY TAKES CARE OF THE PLANNING AND MANAGEMENT, THE WEBSITE DESIGN AND OPTIMIZATION PROCESS. IT ALSO TAKES CARE OF SOCIAL MEDIA AND THE TRAFFIC BUILDING.

## **EXERCISE:**

- **MARKETING STRATEGY:** A GOOD FRIEND OF YOURS ASKED YOU TO HELP HER WITH HER MARKETING STRATEGY. SHE IS SETTING UP A SMALL ART GALLERY WITH PHOTO EXPOSITIONS. HELP HER TO ESTABLISH A RATIONAL MARKETING STRATEGY FOR THE FOLLOWING 2 YEARS.

# **QUESTIONNAIRE MODULE 3**

## **1.WHAT DOES MARKETING MEAN?**

- MARKETING REFERS TO ALL THE ACTIVITIES DEVELOPED AND DONE BY A COMPANY IN ORDER TO PURSUE THE CONSUMERS TO GET HIS/HER PRODUCT, A CERTAIN SERVICE OR THE ACTIVITY HE/SHE IS PROMOTING
- MARKETING IS A WAY OF PROMOTION
- MARKETING MEANS BUSINESS
- IT IS AN ONLINE TOOL TO COMMUNICATE WITH OTHERS

## **2.WHAT DOES ONLINE MARKETING STAND FOR?**

- WE CALL DIGITAL MARKETING TO ALL THE STRATEGIES DEVELOPED BY A COMPANY FOCUSED ON PROMOTING ITS BRAND/NAME ON THE INTERNET
- IT IS AN ONLINE BUSINESS
- MARKETING ONLINE STANDS FOR SHOPPING ON THE INTERNET
- MARKETING ONLINE DOES NOT EXIST

### **3. HOW MUCH MONEY DO YOU OFTEN SPEND FOR PROMOTING YOUR BUSINESS ON THE INTERNET?**

- NOTHING, IT IS FOR FREE IF YOU USE THE RIGHT TOOLS
- A LOT OF MONEY
- 50% OF THE ANNUAL BUDGET
- VERY LITTLE

### **4. HOW MANY BIG TYPES OF PROMOCIONAL MARKETING ARE THERE?**

- NONE
- ONLY ONE: MARKETING ONLINE
- 1,542 TYPES
- THREE: SOCIAL MEDIA MARKETING, CONTENT MARKETING AND EMAIL MARKETING

### **5. WHEN DO YOU NEED A MARKETING STRATEGY?**

- ONLY THE FIRST WEEK OF SETTING UP A BUSINESS.
- YOU NEED IT ALL THE WAY. IT IS A LONG TERM WORK.
- DURING THE WEEKEND.
- ONLY WHEN YOU PROMOTE ON THE INTERNET

## **ONLINE EXERCISES**

- DIGITAL COMMUNICATION TOOLS FOR PROMOTION (SOCIAL MEDIA PLATFORMS AND ONLINE TOOLS). CAN YOU MAKE A SHORT LIST OF THEM? WHAT KIND OF CONTENT IS THE BEST TO POST ON THEM? FOR INSTANCE, ON FACEBOOK WE WILL POST A DISCOUNT CODE AND ON YOUTUBE A PROMOTIONAL VIDEO.



- **EMAIL CAMPAIGN.** IT IS THE TIME FOR YOU TO DEVELOP AN EMAIL CAMPAIGN FOR YOUR BUSINESS. YOU SHOULD CREATE AN EMAIL THAT PROMOTES YOUR BUSINESS, SERVICE, PRODUCT, ETC THROUGH AN EMAIL CAMPAIGN. BEAR IN MIND THAT A GOOD EMAIL CAMPAIGN TRIES TO BE PERSONAL AND INCLUDE A SHORT APPEALING SUBJECT LINE. USE ONE OF THE PLATFORMS SUGGESTED ON THIS CHAPTER TO CREATE IT.
- **CREATE DIFFERENT PROMOTIONAL MATERIALS USING VISUAL COMMUNICATION TOOLS ACCORDING TO THE REQUESTED INSTRUCTIONS:**
  1. **CANVA** - CREATE A POSTER OF YOUR BUSINESS, PRODUCT, SERVICES, ETC. (WE SUGGEST ADDING VISUAL CONTENT, IMAGES OR AN APPEALING MESSAGE).
  2. **CRELLO** - DESIGN A PHOTO MONTAGE RELATED TO YOUR BUSINESS IDEA, YOUR PRODUCTS OR SERVICES. FOR EXAMPLE, A FLOWER STORE, A SMALL THEATRE COMPANY OR ONLINE COOKING COURSES.
  3. **PIKTOCHART** - CREATE A POSTER OR FLYER OF YOUR OWN BUSINESS AND INFORM THE AUDIENCE ABOUT IT.
  4. **EASLE.LY** - CREATE AN INFOGRAPHIC OR PRESENTATION RELATED TO YOUR BUSINESS IDEA.
- **CREATE YOUR OWN MARKETING STRATEGY FOCUSED ON YOUR OWN BUSINESS IDEA. WHICH SOCIAL MEDIA PLATFORM WILL YOU USE? HAVE YOU ALREADY GOT AN ACCOUNT ON THEM?**

# MODULE 4: DIGITAL TOOLS FOR OFFICE WORK FOR MANAGEMENT

## UNIT 1 - PRODUCTION OF DIGITAL CONTENTS

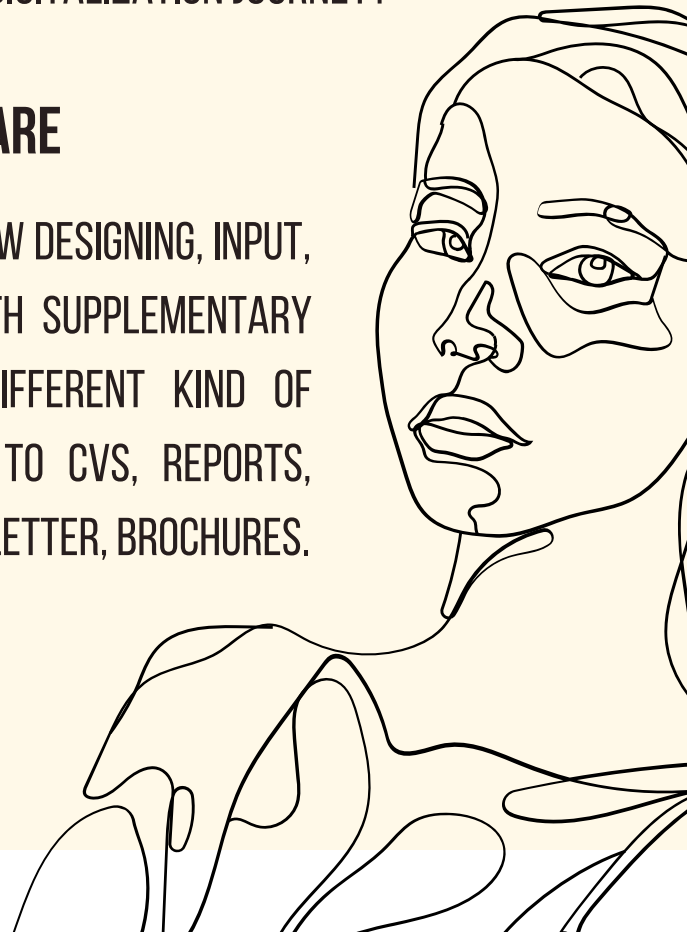
### INTRODUCTION

IN THE PRESENT TIME, DIGITAL TOOLS HAVE BECOME THE INSTRUMENT THAT MEDIATES MOST COMMUNICATION AND INFORMATION PROCESSES TO THE EXTENT THAT A FUNCTIONAL LIFE WITHOUT THE PRESENCE OF DIGITAL TECHNOLOGY IS NOT POSSIBLE. WE ALL INTERACT WITH OUR ENVIRONMENT AND COMMUNICATE WITH OTHERS THROUGH OUR PHONES AND COMPUTERS. INTERNET AND THE DIGITAL HAVE BROKEN DOWN PHYSICAL LIMITS AND A UNIVERSE OF NEW POSSIBILITIES HAS ARRIVED TO STAY.

DO YOU WANT TO TAKE PART IN THIS DIGITALIZATION JOURNEY?

### 1. WORD PROCESSING SOFTWARE

WORD PROCESSING SOFTWARE ALLOW DESIGNING, INPUT, EDIT AND FORMATTING TEXTS, WITH SUPPLEMENTARY FEATURES. YOU CAN PRODUCE DIFFERENT KIND OF TEXTS, FROM BASIC DOCUMENTS TO CVS, REPORTS, LETTERS, MARKETING PLANS, NEWSLETTER, BROCHURES.



IT IS POSSIBLE TO EDIT AND FORMAT THE TEXT BY OPERATING IN DIFFERENT WAYS:

- CREATE A TOTAL NEW DOCUMENT, SAVING AND PRINTING IT
- FORMATTING THE TEXT IN VARIOUS WAYS: FONT TYPE, PUTTING IT IN **BOLD** OR **ITALIC**, UNDERLINE IT, **COLOUR IT**
- ADDING AND EDIT ELEMENTS AS TABLES AND GRAPHICS, AND INCLUDING ELEMENTS FROM OTHER FILES (AS PICTURES)
- MANIPULATE THE TEXT WITHIN A DOCUMENT BY COPYING, CUTTING AND PASTING PARTS OF IT

MOREOVER, WORD PROCESSOR SOFTWARE ALLOW ORGANISING AND ENRICH THE TEXT ACCORDING TO THE NEEDS: ORGANISE IT IN COLUMNS OR IN DIFFERENT PAGES (WITH RELATIVE NUMBER), INSERT ILLUSTRATION OR GRAPHICS.

THROUGH SOME FEATURES OF WORD PROCESSING SOFTWARE IT IS AS WELL POSSIBLE TO CHECK SPELLING MISTAKES IN DIFFERENT LANGUAGES, AS TO OBTAIN SUGGESTIONS ON HOW TO BUILD MORE CORRECT SENTENCES.

IT IS NOT POSSIBLE TO CHANGE OR EDIT THE DOCUMENT AND LAYOUT COMPLETELY, THEREFORE FOR SOME FEATURES AND MODIFICATIONS OTHER TYPE OF SOFTWARE ARE NEEDED, AS PUBLISHING ONES.



## **WEB-BASED WORD PROCESSORS**

WEB-BASED WORD PROCESSORS, SUCH AS GOOGLE DOCS, ALLOW CREATING OR EDIT TEXTS WITHOUT INSTALLING A SOFTWARE ON YOUR DEVICE, AS IT IS NECESSARY TO HAVE JUST AN INTERNET CONNECTION.

WEB-BASED PROCESSORS ALLOW COLLABORATORS TO WORK SIMULTANEOUSLY ON THE SAME DOCUMENT, AND TO ACCESS THE SAME DOCUMENT FROM DIFFERENT DEVICES.

A GREAT ADVANTAGE OF THE ONLINE PROCESSORS IS THAT BACKUP IS NOT AN ISSUE, AND THE DOCUMENT IS AUTOMATICALLY SAVED ON THE PROCESSOR.

IN THE TOOLKIT, A LIST OF WEB-BASED WORD PROCESSORS IS PROVIDED, WITH GUIDES TO LEARN HOW TO USE THEM.

## **LEARN THE BASICS**

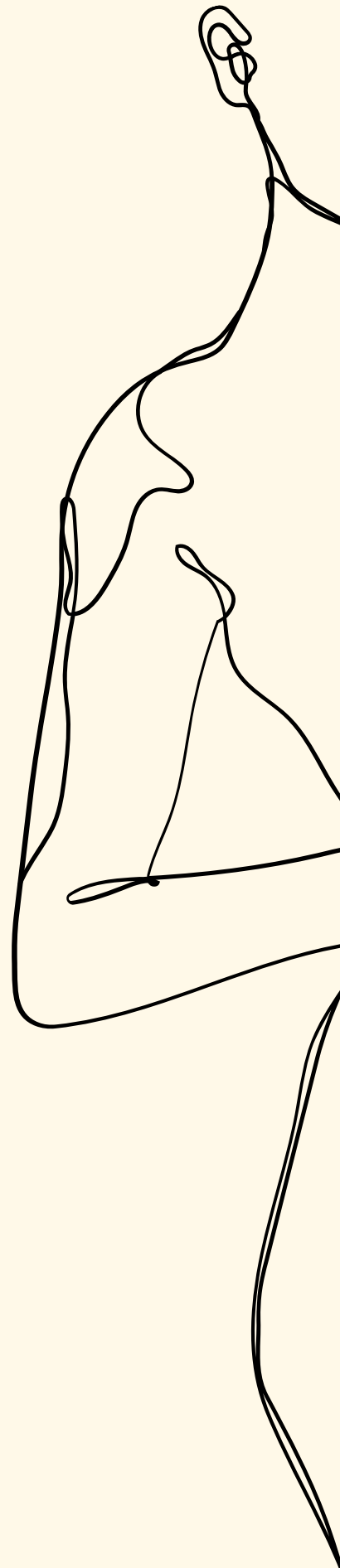
AS YOU CAN SEE, THE LARGEST PORTION OF THE SCREEN IS USED FOR TEXT PRODUCTION. IF YOU SELECT A TEMPLATE TO START A NEW DOCUMENT, THIS AREA MAY CONTAIN SOME PRE-SET TEXT.

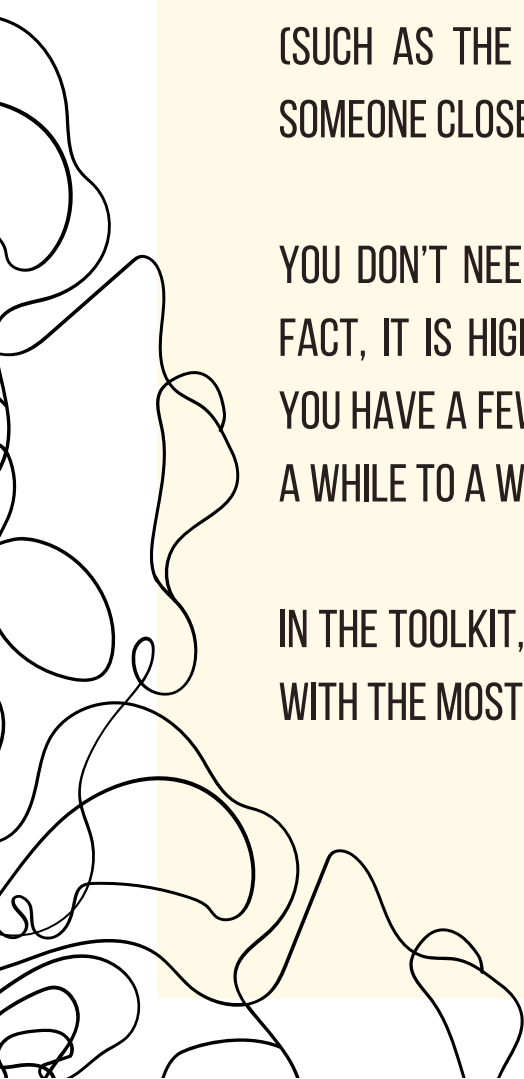


HOWEVER, ONE OF THE MOST IMPORTANT ELEMENTS YOU NEED TO MASTER IS LOCATED JUST RIGHT ON THE TOP: THE RIBBON. THIS IS THE MAIN INTERFACE, WHERE THE MAJORITY OF COMMANDS ARE FOUND AND WHERE THE SETTINGS ARE MADE. THE RIBBON IS DIVIDED INTO TABS AND EACH TAB GATHERS SEPARATE GROUPS. WITHIN THE GROUPS, YOU FIND THE COMMAND BUTTONS THAT CONDUCT VARIOUS WORD PROCESSING FEATURES.

TO USE THE RIBBON, FIRST, CLICK A TAB. THEN SCAN THE GROUP NAMES TO LOCATE THE COMMAND YOU NEED. FINALLY, CLICK THE BUTTON TO ACTIVATE THE COMMAND OR TO DISPLAY A MENU FROM WHICH YOU CAN CHOOSE A COMMAND.

THERE ARE MANY POSSIBILITIES REGARDING TEXT EDITING AND ONE OF THE FASTEST AND EASIEST WAYS OF TRYING THEM OUT IS BY SELECTING A CHUNK OF TEXT. ONCE YOU HAVE IT, MOVE THE MOUSE POINTER TO THE LEFT AREA OF THE RIBBON. THERE YOU WILL FIND THE COMMANDS RESPONSIBLE FOR TYPOGRAPHY, TYPEFACES, TYPE SIZES AND COLOURS, AND HIGHLIGHTING POSSIBILITIES. PRESSING EACH COMMAND WILL MAKE THE CHUNK OF TEXT SELECTED CHANGE IN SOME WAY.





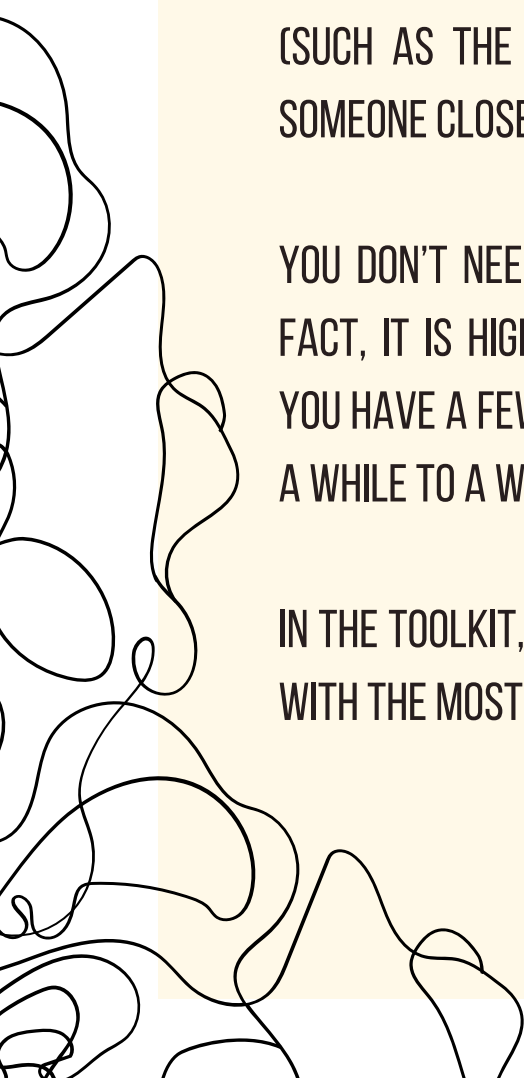
IF BY ANY MEANS YOU MAKE A MISTAKE, DON'T DESPAIR! THESE SOFTWARE PROGRAMS HAVE AN AWESOME OPTION TO GO BACK. THE UNDO COMMAND GIVES YOU THE POSSIBILITY TO REVERT ALMOST EVERYTHING BY A SIMPLE CLICK. THE ONLY EXCEPTIONS ARE TO UNDO A DOCUMENT SAVE AND WHEN THERE IS NOTHING TO UNDO. DIRECT YOUR MOUSE POINTER TO THE QUICK ACCESS TOOLBAR AND CLICK ON THE UNDO COMMAND. YOUR DOCUMENT WILL COME BACK TO THE FORM IT HAD BEFORE THE LAST ACTION WAS DONE.

## **HOW TO SAVE A DOCUMENT**

SAVING CREATES A PERMANENT COPY OF THE DOCUMENT IN YOUR COMPUTER. THAT WAY, YOU CAN KEEP WORKING ON THE DOCUMENT AGAIN BUT HAVING A BACKUP ALREADY SAVED IN CASE SOME PROBLEM OCCURS (SUCH AS THE POWER GETS CUT OFF, THE COMPUTER SWITCHES OFF, SOMEONE CLOSES THE DOCUMENT BY MISTAKE...).

YOU DON'T NEED TO HAVE A DOCUMENT DONE BEFORE YOU SAVE IT. IN FACT, IT IS HIGHLY RECOMMENDED TO SAVE IMMEDIATELY AS SOON AS YOU HAVE A FEW SENTENCES OR PARAGRAPHS AND KEEP SAVING IT FROM A WHILE TO A WHILE TO AVOID AN INCONVENIENT VANISHING.

IN THE TOOLKIT, YOU WILL FIND BASIC GUIDES TO CREATE AND EDIT TEXTS WITH THE MOST COMMON WORD PROCESSING SOFTWARE.



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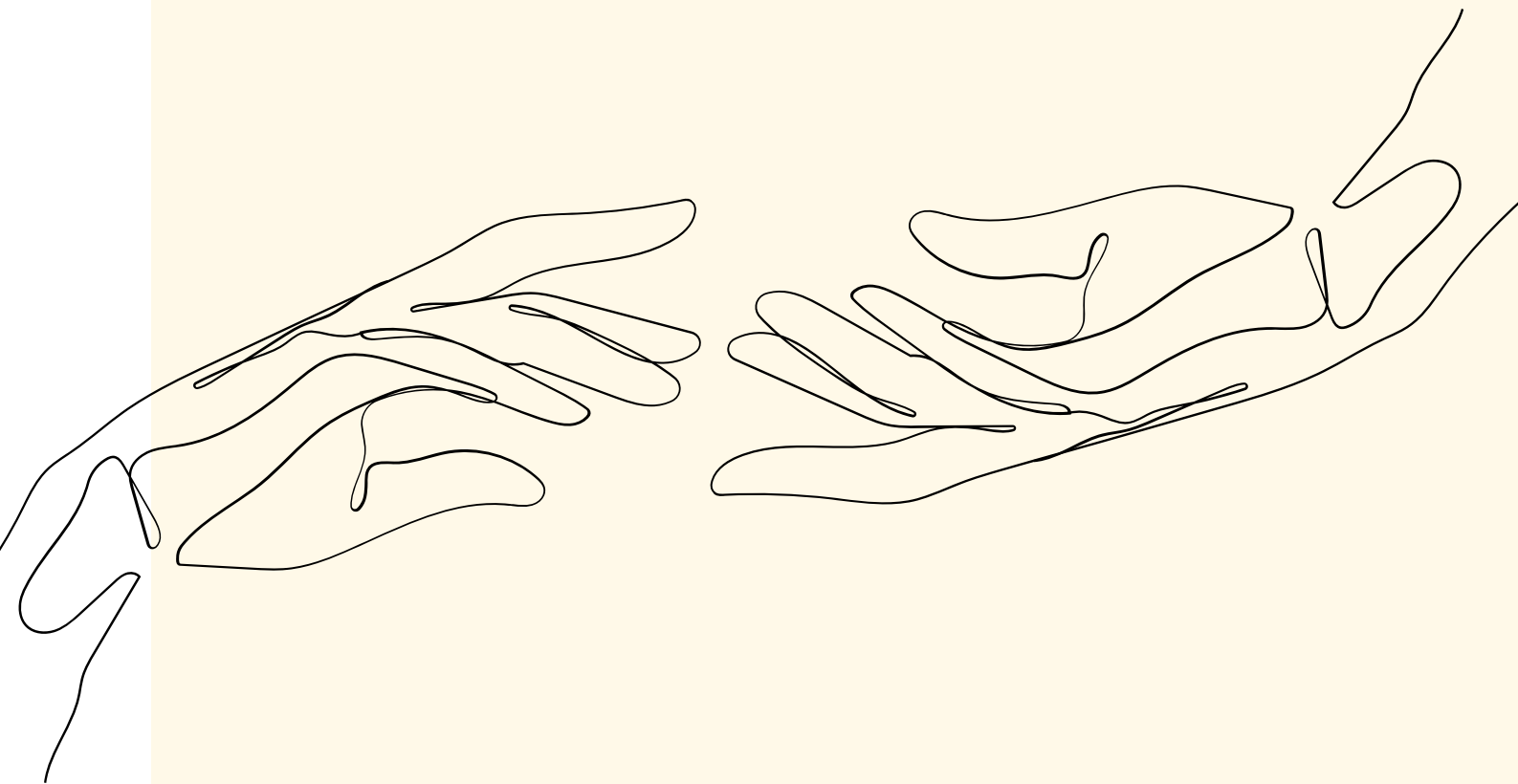
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IN THE TOOLKIT, YOU WILL FIND BASIC GUIDES TO CREATE AND EDIT TEXTS WITH THE MOST COMMON WORD PROCESSING SOFTWARE.

# EXERCISE

TRY OUT THE RIBBON'S COMMANDS FOR EDITING TEXT ON THE FOLLOWING SAMPLE AND CREATE 10 DIFFERENT VERSIONS THERE OF:

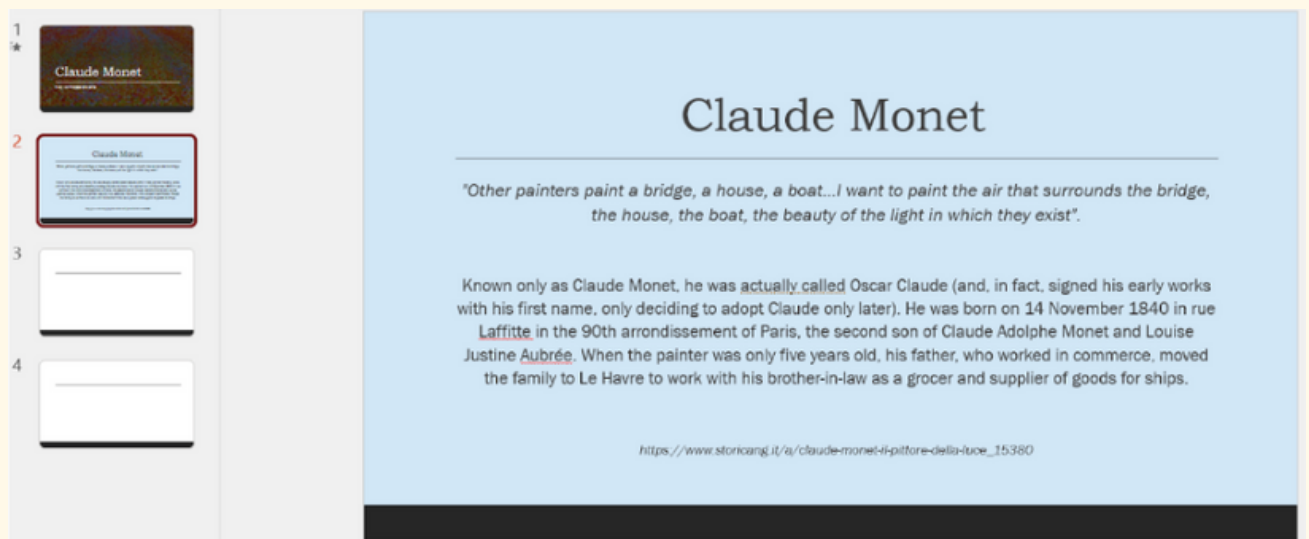
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.





## 2. PRESENTATION SOFTWARE

PRESENTATION SOFTWARE ALLOW TO CREATE PRESENTATIONS OF ANY KIND, FROM BUSINESS PITCHING TO SCHOOL PROJECTS, COMBINING TEXT, IMAGES, GRAPHICS AND OTHER ELEMENTS TO DISPLAY INFORMATION IN A VISUAL MANNER.



THEY INCLUDE A WIDE RANGE OF GRAPHICS, TEMPLATES AND VISUAL POSSIBILITIES THAT HELP TO ADAPT THE PRESENTATIONS INTO A PARTICULAR BRANDING, VISUAL STYLE OR AESTHETIC IN A USER-FRIENDLY WAY. OFTEN, SLIDES ARE JUST A SUPPORT TO A SPEECH OR CONFERENCE, BUT THEY ARE VERY USEFUL WHEN DISPLAYING CHARTS, TABLES OR OTHER DATA.

THROUGH PRESENTATION SOFTWARE, YOU WILL BE CREATING A PRESENTATION OR A SLIDESHOW. BOTH TERMS ARE INTERCHANGEABLE AS THEY REFER TO THE GROUP OF SLIDES. THESE SLIDES ARE PASSED THROUGH ONE BY ONE MANUALLY AND CAN CONTAIN **ANIMATIONS**. BY ANIMATION, IT MEANS VISUAL TRANSITIONS FROM SLIDE TO SLIDE FROM LAYERS OF CONTENTS. YOU CAN ADD TRANSITIONS OR VISUAL EFFECTS TO EACH OF THE CONTENTS YOU ADD TO THE SLIDE FROM TEXT OR IMAGES TO GRAPHICS OR SIGNS. PLAYING AROUND WITH VISUAL EFFECTS ON YOUR SLIDESHOW CAN BE VERY USEFUL TO MAKE YOUR PRESENTATION MORE DYNAMIC.

MOST OF PRESENTATION SOFTWARES ALLOW YOU TO CHOOSE A BLANK PRESENTATION OR TO SELECT ONE OF THE AVAILABLE **TEMPLATES**, DEPENDING ON THE NEED. SOME OF THEM HAVE THE POSSIBILITY TO IMPORT AN EXTERNAL TEMPLATE FROM THE BROWSER.



AS FOR WORD PROCESSING PROGRAMS, ALSO PRESENTATION SOFTWARES HAVE A RIBBON WITH THE MAIN INSTRUMENT TO CONFIGURE THE PRESENTATION. IT CONTAINS THE BUTTONS THAT YOU WILL USE INSIDE TABS. ONCE YOU HAVE UNDERSTOOD THE RIBBON AND ITS MAIN FEATURES, IT IS TIME TO KEEP ON GOING WITH THE PRESENTATION, ADDING NEW SLIDES WITH DIFFERENT TEMPLATES AND GOING ON BUILDING YOUR SLIDESHOW.

AS THESE SOFTWARE PROGRAMS ARE VERY OFTEN USED FOR PRESENTATIONS IN FRONT OF AN AUDIENCE, IT IS POSSIBLE TO ADD **SPEAKER NOTES**. THIS FEATURE CAN BE VERY USEFUL FOR YOU WHILE DOING YOUR PRESENTATIONS IN FRONT OF AN AUDIENCE AS YOU ARE THE ONLY ONE THAT CAN SEE THE NOTES. WHEN USING THIS OPTION, YOU WRITE THE NOTE, AND IT APPEARS AUTOMATICALLY BELOW EACH SLIDE ON YOUR SCREEN.

AS FOR WORD PROCESSOR SOFTWARES, WEB-BASED PRESENTATION PROGRAMS EXIST, AND ALLOW TO ACCESS THE SLIDESHOW THROUGH DIFFERENT DEVICES AND TO WORK ON IT SIMULTANEOUSLY.



# EXERCISE

DO A PRESENTATION ABOUT YOUR FAVOURITE ARTIST. TAKE INTO ACCOUNT THAT IT MUST CONTAIN 10 SLIDES WITH THE FOLLOWING ELEMENTS: TRANSITIONS IN EVERY SLIDE, AT LEAST 6 PICTURES OR GRAPHICS WITH ITS OWN ANIMATION AND SOME PRESENTATION NOTES THAT YOU THINK MIGHT BE HELPFUL WHEN PRESENTING IN FRONT OF YOUR CLASS.



## 3. SPREADSHEET SOFTWARE

A SPREADSHEET SOFTWARE IS A TOOL THAT WORKS WITH SPREADSHEETS. THERE, YOU CAN ADD AND ORGANISE AND ANALYSE NUMBERS AND ANY OTHER KIND OF DATA YOU WANT TO COLLECT WITH FORMULAS AND FUNCTIONS. THEY ARE PROBABLY AMONG THE MOST COMPLEX TOOL TO USE DUE TO ALL THE DIFFERENT POSSIBILITIES AND FUNCTIONS IT HAS, BUT THAT IS ALSO THE REASON WHY IT IS ONE OF THE MOST USED IN THE BUSINESS AND MANAGEMENT WORLD.

DISPLAYING DATA IN SPREADSHEET IS MORE CONVENIENT THAN IN WORD PROCESSOR SOFTWARES, AS IT ALLOWS REPRESENTING CALCULATIONS AND FUNCTIONALITIES AND TO MANIPULATE AND ANALYSE DATA IN A FLEXIBLE WAY.

THE SPREADSHEET IS COMPOSED OF **CELLS** ORGANISED IN COLUMNS, LABELLED WITH LETTERS, AND ROWS, LABELLED WITH NUMBERS INSTEAD.

ON TOP OF THE SPREADSHEET, YOU HAVE A RIBBON, WHICH CONTAINS THE MOST IMPORTANT AND BASIC COMMANDS OF THE SOFTWARE. FROM THERE YOU CAN CONTROL AND MODIFY ALMOST ALL THAT IS DONE IN THE SPREADSHEET, AS INSERTING IMAGES CHARTS, SYMBOLS, EQUATIONS, OR IMPORTING/EXPORTING DATA AND ORGANISE IT IN DIFFERENT WAYS, ETC.

TO WORK WITH DATA ON A WORKSHEET, YOU NEED FIRST TO HAVE A DATASET SO DO THE FOLLOWING TO START FILLING WITH CONTENT YOUR SPREADSHEETS:

1. CLICK A CELL, AND THEN TYPE THE DATA YOU WANT IN THAT CELL.
2. PRESS ENTER WITH THE KEYBOARD OR TAB TO MOVE TO THE NEXT CELL.

DATA CONTAINED IN THE CELLS CAN ASSUME DIFFERENT FORMATS: NUMBER, TEXT, DATE, TIME, PERCENTAGE, CURRENCY, ACCOUNTING, OR CUSTOMISED.

	A	B	C	D
1				
2	<b>Date</b>	<b>Time</b>	<b>Client</b>	<b>Tot amount</b>
3	20/07/2022	08:12:00	Smith	144,00 €
4	09/08/2022	09:06:00	Black	78,00 €
5	06/07/2022	17:13:00	Robinson	35,00 €
6	03/07/2022	18:36:00	Patel	198,00 €
7	23/08/2022	08:03:00	Evans	23,00 €
8	09/03/2022	11:47:00	Walker	78,00 €

WITH **FORMULAS**, YOU HAVE THE POSSIBILITY TO PLAY AROUND WITH DATA THROUGH FORMULAS AND FUNCTIONS. BUT WHAT IS ACTUALLY A FORMULA OR A FUNCTION? A FORMULA IS AN EXPRESSION THAT OPERATES ON VALUES IN A RANGE OF CELLS. EXCEL FORMULAS ALLOW YOU TO DO DIVERSE CALCULATIONS SUCH AS ADDITION, SUBTRACTION, MULTIPLICATION, AND DIVISION, AVERAGES OR PERCENTAGES.

FUNCTIONS, UNLIKE FORMULAS, NORMALLY REFER TO THOSE COMPLEX CALCULATIONS THAT CANNOT BE DONE MANUALLY. FUNCTIONS IN EXCEL HAVE SPECIFIC NAMES THAT REFLECT THEIR FUNCTIONALITY, AS SUMMING ONLY DATA RESPONDING TO CERTAIN CONDITIONS.



# EXERCISE

FROM THE TOOLKIT, CHOOSE A SPREADSHEET SOFTWARE TO USE AND INSERT THE DATA CONTAINED IN THIS DATASET:

FIRST	SECOND	THIRDS
25	4	7
12	11	13
45	89	12
5	78	93
9	14	87
25	37	61

THEN, FOLLOWING THE GUIDE PROVIDED, TRY TO:

- MODIFY THE FORMAT OF THE CELLS IN "CURRENCY"
- COLOUR THE CELLS IN THE FIRST COLUMN IN BLUE AND THE SECOND COLUMN IN YELLOW
- ADD A COLUMN ON THE RIGHT CONTAINING THE SUM OF THE DATA IN EACH LINE
- OF EACH LINE, CALCULATE AVERAGE AND PRODUCT
- CALCULATE THE MINIMUM VALUE IN THE FIRST 3 LINES

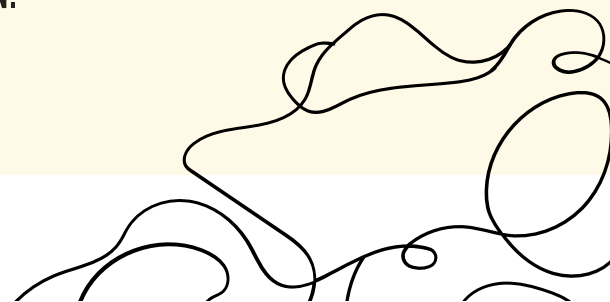
# UNIT 2: DISTANCE MEETINGS AND INSTANT MESSAGING

## 1. VIDEOCONFERENCING AND VIDEO CALLS

THANKS TO THE ARRIVAL OF THE INTERNET IN OUR LIVES, CONNECTING WITH OTHERS HAS NEVER BEEN SO ACCESSIBLE. HERE YOU WILL FIND SOME OF THE MOST USEFUL AND USER-FRIENDLY TOOLS YOU CAN FIND AND THAT WILL HELP YOU TO MANAGE YOUR BUSINESS BETTER.

ONE OF THE MAIN POSSIBILITIES OFFERED BY TECHNOLOGY, ESPECIALLY IN COVID-19 TIMES, IS THE OPPORTUNITY TO HOLD VIDEO CONFERENCING AND VIDEO CALLS, THAT ALLOWS USERS (FRIENDS, COLLEAGUES, CLIENTS, INVESTORS, ...) TO ORGANISE FACE-TO-FACE MEETINGS FROM DIFFERENT LOCATIONS. THE OPPORTUNITIES OFFERED BY THIS TECHNOLOGY ARE ENDLESS: FROM BUSINESS MEETINGS AND INTERVIEWS TO TRAININGS AND CLASSES, FROM REGULAR MEETINGS WITH THE STAFF TO INFORMAL CALLS.

DIFFERENT SOFTWARES AND PROGRAMS EXIST (AS ZOOM, MICROSOFT TEAMS, SKYPE, GOOGLE MEET), BUT ALL SHARE A SET OF FUNDAMENTAL CHARACTERISTICS AND REQUIREMENTS: CAMERA (BOTH EXTERNAL OR BUILT INTO THE COMPUTER), MICROPHONE, DEVICE (SMARTPHONE, TABLET, LAPTOP, ..), INTERNET CONNECTION.





SOME OF THE MAIN PLATFORMS ALLOW ALSO TO CONDUCT DYNAMIC MEETINGS WITH FEATURES AND COMPONENTS AS POLLS, SCREEN SHARING, WHITEBOARDS AND SO ON.

IN THE TOOLKIT YOU CAN FIND THE MAIN SOFTWARE USED AND GUIDES ON HOW TO GET STARTED.

THE MAIN FEATURES YOU CAN FIND IN ALMOST ALL THE SOFTWARES FOR DISTANCE MEETINGS ARE:

- SCREEN SHARING, TO SHOW REAL TIME A DESKTOP, TAB OR WINDOW. IT ALLOWS ALSO REAL-TIME EDITING
- RECORDING, TO REVIEW THE MEETING AND PROVIDE THE RECORDING TO SOMEONE WHO COULD NOT PARTICIPATE. NOT ALL THE SOFTWARE GUARANTEE THIS POSSIBILITY.
- CHAT AND MESSAGING, ONE-TO-ONE OR WITH ALL PARTICIPANTS, AS A SIDE CONVERSATIONS FROM THE MAIN VIDEOCALL

## **ZOOM**

THE SOFTWARE FOR ONLINE MEETINGS THAT CAN BE USED VIA A MOBILE OR COMPUTER. ZOOM ALLOWS YOU TO CONNECT TO OTHERS THROUGH VIDEO. IT OFFERS THE FREE OPTION FOR UP TO 40 MINUTES MEETING WITHOUT ANY LIMIT TO THE NUMBER OF MEETINGS THAT YOU CAN HOST.

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=QOUWUMKCW7M](https://www.youtube.com/watch?v=QOUWUMKCW7M)

## **MICROSOFT TEAMS**

MICROSOFT TEAMS IS AN APPLICATION THAT CAN BE USED FOR ONLINE WORK WITH YOUR TEAM. THE USERS CAN STAY CONNECTED AND INFORMED DURING HIGH-QUALITY ONLINE CALLS. WHAT IS MORE, MICROSOFT TEAMS GIVES THE OPPORTUNITY TO SEND MESSAGES VIA CHAT TO SOMEONE WHO IS ATTENDING TO THE CALL. THE USERS CAN SHARE THE SCREEN AND FILES DURING THE CALL.

[HTTPS://WWW.YOUTUBE.COM/WATCH?  
V=BAESIJREM7E](https://www.youtube.com/watch?v=BAESIJREM7E)

## **SKYPE**

THIS PROGRAM IS A COMMUNICATION PLATFORM USED FOR REMOTE WORK OF INDIVIDUALS AND BUSINESSES. IT CAN BE USED FOR ONE-ON-ONE OR GROUP CONVERSATIONS. SKYPE HAS DIFFERENT NOTABLE FEATURES LIKE FOR EXAMPLE SCREEN SHARING - A USER IS ABLE TO SHARE A DESKTOP DURING THE CALL, WHICH CAN INCREASE PRODUCTIVITY AND WORK. ANOTHER VERY USEFUL FEATURE IS THE POSSIBILITY OF LIVE SUBTITLES, THAT ALLOWS DEAF OR HARD OF HEARING PEOPLE TO READ THE WORDS THAT ARE SPOKEN DURING THE LIVE CALL.

[HTTPS://WWW.YOUTUBE.COM/WATCH?  
V=NRCB3UB3JAC](https://www.youtube.com/watch?v=NRCB3UB3JAC)



## **GOOGLE MEET**

IT IS A GOOD OPTION TO MAKE VIDEO CALLS DIRECTLY FROM THE MOBILE APP OR WEB BROWSER. MOREOVER, USERS WHO HAVE A GOOGLE ACCOUNT CAN CALL FOR FREE FOR UP TO 60 MINUTES. THIS SERVICE IS A GOOD SOLUTION FOR BUSINESSES AND INDIVIDUALS. THE CALLS VIA GOOGLE MEET CAN BE RECORDED AND THE USERS CAN BE MUTED.

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=WGXIOKPKR50](https://www.youtube.com/watch?v=wgxiokpkr50)

## **HOW TO ORGANISE A SUCCESSFUL VIDEO CALL?**

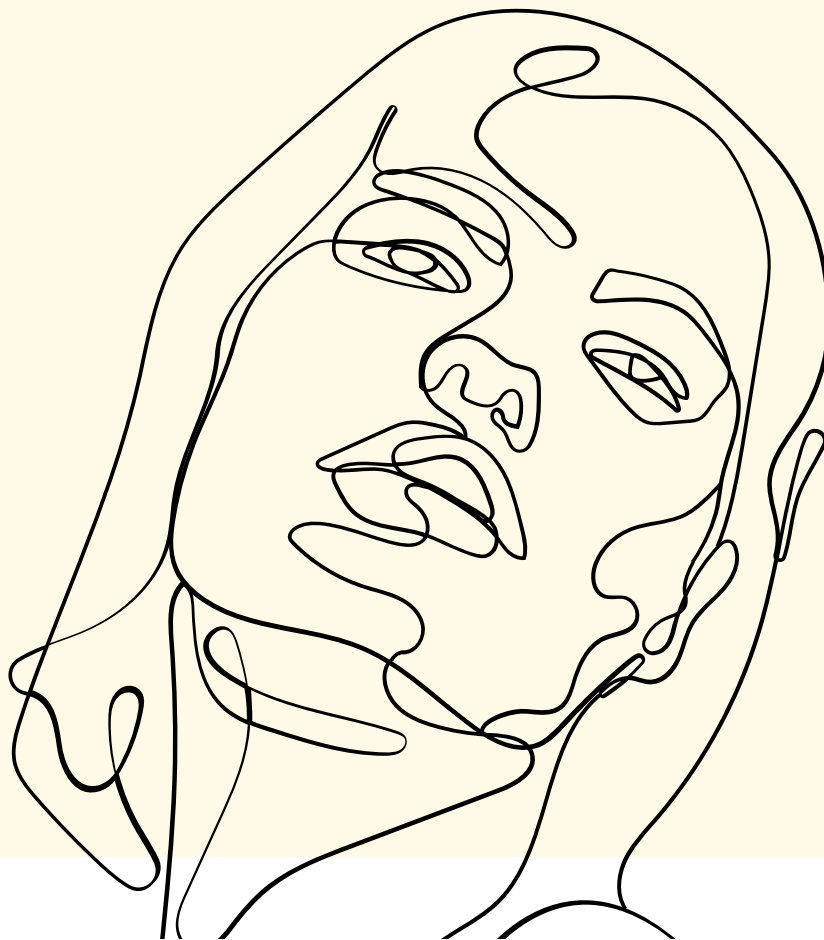
IN ORDER TO ORGANISE A SMOOTH AND EFFECTIVE VIDEO CALL, HERE THERE ARE FEW STEPS TO FOLLOW:

- CHOOSE THE MOST SUITABLE PLATFORM ACCORDING TO YOUR NEEDS: THINK IF YOU NEED TO DO ACTIVITIES WITH PARTICIPANTS, AS A POLL, OR IF YOU NEED A WHITEBOARD. CHOOSE THE SOFTWARE/APP ACCORDINGLY.
- CHECK IF YOUR MICROPHONE AND CAMERA ARE WORKING, AND IF YOUR INTERNET CONNECTION IS STABLE ENOUGH.
- DEFINE THE OBJECTIVES OF YOUR MEETING AND ITEMS/TOPICS YOU WILL TALK ABOUT, MAKING A LIST AHEAD OF TIME. YOU CAN ALSO PROVIDE THE LIST IN ADVANCE TO THE PARTICIPANTS.
- VERIFY PARTICIPANTS' AVAILABILITY. YOU CAN USE A SIMPLE TOOL AS DOODLE ([HTTPS://DOODLE.COM/EN/](https://doodle.com/en/)) TO CHOOSE A SUITABLE DAY. WE ADVISE YOU INFORM THE PARTICIPANTS WITH NOTICE, COMMUNICATING THE LINK TO CONNECT AND THE TOPICS AND ESTIMATED DURATION, AND TO SEND A REMINDER THE DAY BEFORE.

- IF NEEDED, CHOOSE A MODERATOR FOR THE MEETING, WHO WILL BE IN CHARGE OF ENSURING THE RESPECT OF TIMING.
- AT THE BEGINNING OF THE MEETING, SET THE RULES. FOR EXAMPLE, ESPECIALLY IF THERE ARE MANY PARTICIPANTS, REMIND EVERYONE TO MUTE THEIR MICROPHONE WHEN THEY ARE NOT SPEAKING SO TO AVOID BACKGROUND NOISES. OR ASK PARTICIPANTS TO USE THE FEATURE “RAISE THE HAND” IF THE PLATFORM ALLOWS IF THEY WANT TO ASK QUESTIONS.

## EXERCISE

APPLY WHAT YOU LEARNED BY JOINING A TEST MEETING IN ONE OF THE MOST COMMON DISTANCE MEETING PLATFORM, ZOOM. TO DO SO, VISIT [HTTPS://ZOOM.US/TEST](https://zoom.us/test) AND TRY OUT ALL OF THE DIFFERENT SETTINGS AVAILABLE.



## 2. INSTANT MESSAGING

INSTANT MESSAGING (IM) IS AN ONLINE COMMUNICATION METHOD WHICH CONNECTS TWO OR MORE PEOPLE ALMOST IN REAL-TIME THROUGH AN APPLICATION OR A SOFTWARE. DIFFERENTLY FROM EMAILS, IM IS CHARACTERIZED BY FLEXIBILITY AND IMMEDIACY OF COMMUNICATION AND BRIEF AND MORE INFORMAL MESSAGES, AS IT IMITATES IN-PERSON CONVERSATIONS.

IN ORDER TO START A CONVERSATION, USERS MUST USUALLY KNOW EACH OTHER'S USERNAME. A FREQUENT PRACTICE IS TO BUILD A CONTACT LIST OR GROUP. ONCE A USER RECEIVES A MESSAGE, THE APPLICATION OR SOFTWARE GIVES AN ALERT, AS A NOTIFICATION OR A POP-UP WINDOW, WITH THE INCOMING MESSAGE.

THE APPLICATIONS AND SOFTWARES AVAILABLE ARE GROWING. THE TOOLKIT PRESENTS THE MOST COMMON ONE, PROVIDING BASIC GUIDES ON HOW TO USE THEM.

ALL OF THEM SHARE SOME CHARACTERISTICS AND FEATURES, AS:

- GROUP CHATS, TO SHARE INFORMATION AND COLLABORATE AMONG A SET GROUP OF USERS (AS COLLEAGUES FOR EXAMPLE)
- FILE SHARING, BEING THEM PICTURES, DOCUMENTS, CONTACTS, VIDEOS.
- VOICE AND VIDEO CALLING, BOTH ONE-TO-ONE AND IN GROUPS (WITH SOME LIMITATION ON THE NUMBER OF PARTICIPANTS PER CALL).

THE MOST KNOWN APPLICATIONS IN CASE OF INSTANT MESSAGING ARE:

### **WHATSAPP**

IT IS A VERY POPULAR APPLICATION USED FOR INSTANT MESSAGING, THAT ALLOWS USERS TO MAKE AUDIO AND VIDEO CALLS. MOREOVER, A USER CAN CREATE A GROUP WITH MORE PARTICIPANTS AND THEY CAN CALL AND CHAT TOGETHER AT THE SAME TIME. IT IS FREE BUT RELIES ON A WI-FI OR DATA CONNECTION. THE USER CAN USE IT FOR SHARING FILES OR PHOTOS, VOICE RECORD MESSAGING, AND CHATTING.

[HTTPS://WWW.YOUTUBE.COM/WATCH?  
V=Y3EDIIJETXK](https://www.youtube.com/watch?v=Y3EDIIJETXK)

### **TELEGRAM**

TELEGRAM IS AN APPLICATION FOR MESSAGING. ITS BENEFITS ARE SPEED AND SECURITY. THE USER CAN CHAT WITH OTHERS FOR FREE. IT PROVIDES VIDEO CALLS, FILE SHARING AND SECRET MESSAGING, ETC. THE ACCOUNT IS TIED TO THE USER'S MOBILE PHONE NUMBER AND IS VERIFIED BY PHONE CALL OR SMS.

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=GKI-  
8FFQHX](https://www.youtube.com/watch?v=GKI-8FFQHX)



## **TFACEBOOK MESSENGER**

ANOTHER FREE MOBILE APP IS MAINLY USED FOR INSTANT MESSAGING. THE USERS CAN SHARE THEIR PHOTOS, AUDIO RECORDS, AND VIDEOS VIA MESSENGER. IT IS ACCESSIBLE TO USERS WITH ANDROID OR IOS. MESSENGER HAS A LOT OF EXTENDED FEATURES FOR EXAMPLE PLAYING GAMES IN A GROUP MESSAGE WITHOUT DOWNLOADING ANOTHER APP OR THE POSSIBILITY TO SHARE A USER'S INSTANT LOCATION.

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=SAMOFKN1TFG](https://www.youtube.com/watch?v=samofkn1tfg)

## **SLACK**

SLACK IS A PLATFORM USED FOR INSTANT MESSAGING WITH LOTS OF INCORPORATED TOOLS. THIS APPLICATION COMBINES GROUP AND PERSON-TO-PERSON MESSAGING FOR FREE. IT IS MAINLY USED FOR WORK TEAMS TO UNIFY THEM AND IMPROVE THEIR COMMUNICATION. SLACK IS ACCESSIBLE FOR IOS AND ANDROID USERS BUT WHAT IS MORE, THEY CAN DOWNLOAD IT AS AN APP TO THEIR LAPTOP.

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=03HJUPAITWK](https://www.youtube.com/watch?v=03hjupaitwk)

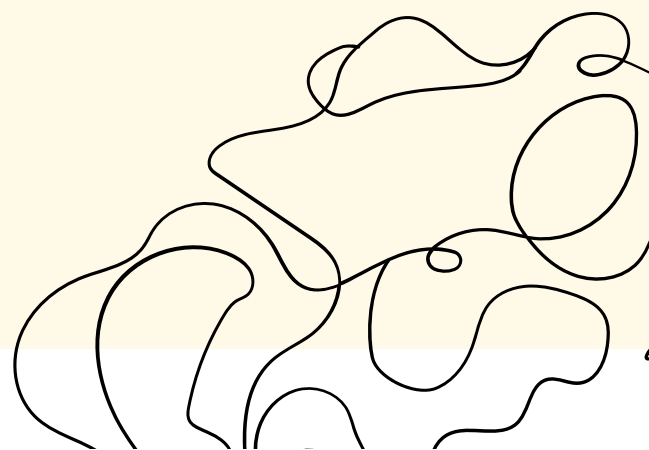


## UNIT 3: DATA SHARING TOOLS

DATA STORAGE IS A TERM THAT REFERS TO HOW INFORMATION IS KEPT IN A DIGITAL FORMAT THAT MAY BE RETRIEVED AT A LATER TIME. COMPUTERS, LAPTOPS, TABLETS, SMARTPHONES, AND OTHER DIGITAL DEVICES ALL STORE DATA. THERE ARE MANY DIFFERENT TECHNOLOGIES USED TO STORE DATA. SOME STORE DATA TEMPORARILY, AND SOME FOR LONG PERIODS OF TIME. MANY STAY INSIDE A COMPUTER OR DEVICE, WHILE OTHERS ARE PORTABLE AND CAN BE USED ON DIFFERENT DEVICES.

HOWEVER, AS DIGITALISATION ADVANCES, THE PROLIFERATION OF DIGITAL CONTENTS INCREASES, AND A NEW PROBLEM ARISES. WE PRODUCE MORE DATA THAN WE CAN STORE. OUR DIGITAL DEVICES HAVE A LIMITED STORAGE CAPACITY, SO IT IS TIME TO CONSIDER ALTERNATIVES SUCH AS CLOUD STORAGE.

CLOUD STORAGE IS A WAY TO SAVE DATA SECURELY ONLINE SO THAT IT CAN BE ACCESSED ANYTIME FROM ANY LOCATION AND EASILY SHARED WITH THOSE WHO HAVE PERMISSION. THERE ARE SEVERAL FREE CLOUD STORAGE SERVICES SUCH AS GOOGLE DRIVE AND DROPBOX AND IN THE TOOLKIT YOU WILL LEARN HOW TO USE AND TAKE ADVANTAGE OF THE MOST USEFUL TOOLS THAT EXIST NOWADAYS.





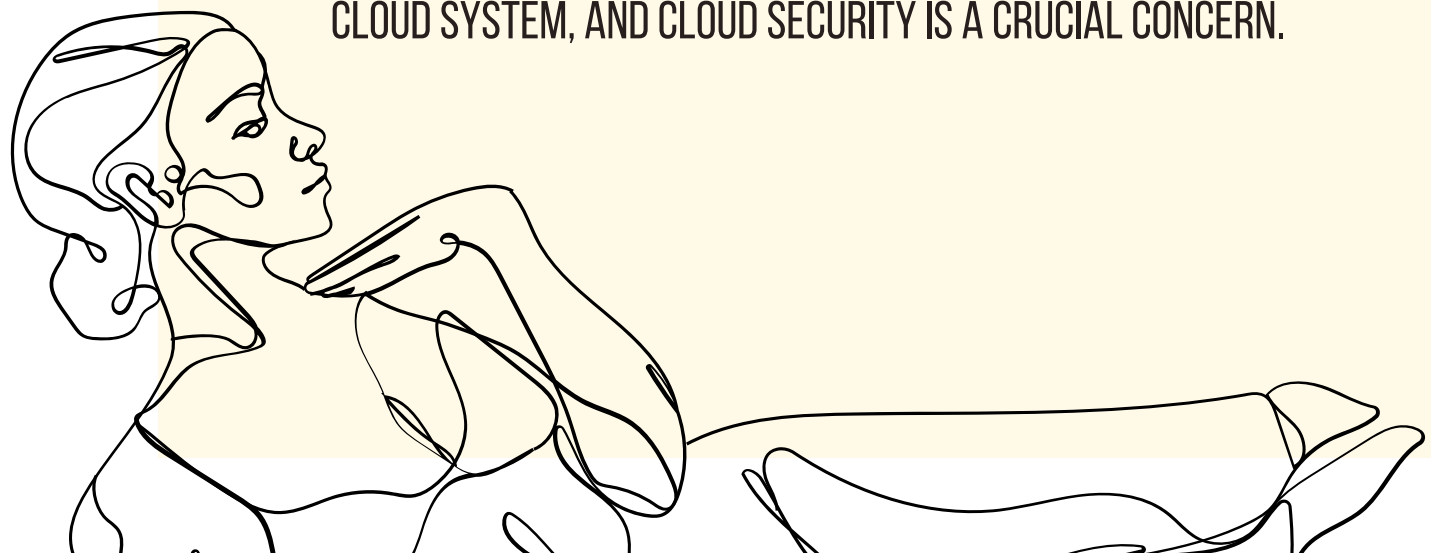
## UNIT 3: DATA SHARING TOOLS

GENERALLY, CLOUD STORAGE CAN BE DEFINED AS A DATA DEPOSIT MODEL WHERE IT IS POSSIBLE TO STORE IN SERVERS HOSTED BY THIRD PARTIES INFORMATION AS PICTURES, VIDEOS, MUSIC FILES, DOCUMENTS, PRESENTATIONS, AND OTHER FORMS OF MEDIA. IN THIS WAY, DATA ARE SAVED AND SECURED ONLINE AND ARE ACCESSIBLE WHEN NEEDED FROM DIFFERENT LOCATIONS AND DEVICES, AND SHARED WITH PEOPLE ALLOWED. DATA AND INFORMATION ARE ACCESSIBLE FROM DIFFERENT DEVICES: COMPUTERS AND LAPTOPS, TABLETS AND SMARTPHONES.

A GREAT ADVANTAGE OF CLOUD STORAGE SYSTEMS IS THE POSSIBILITY TO BACK-UP DATA AND RECOVERY OFF-SITE.

CLOUD STORAGE SYSTEMS ARE OFTEN USED IN BUSINESS, TO STORE DATA AND INFORMATION THAT DO NOT HAVE TO BE ACCESSED FREQUENTLY BUT NEED TO BE KEPT. MOREOVER, USING A STORAGE SYSTEM ALLOWS GROUP COLLABORATION ON THE SAME SHARED FILE.

NOWADAYS, MANY PERSONAL AND SENSITIVE DATA ARE STORED ON CLOUD SYSTEM, AND CLOUD SECURITY IS A CRUCIAL CONCERN.





## **GOOGLE DRIVE**

MODERN CLOUD-BASED STORAGE FOR SAVING VARIOUS TYPES OF FILES (DOCUMENTS, VIDEOS, AUDIO, OR PHOTOS). ITS PRO IS ACCESSIBILITY AND THE POSSIBILITY TO USE IT FOR FREE. GOOGLE DRIVES OFFERS TO WORK WITH ONLINE APPLICATIONS THAT ARE GOOGLE DOCS, GOOGLE DRAWINGS, GOOGLE FORMS, GOOGLE SLIDES, GOOGLE SHEETS, OR GOOGLE SITES. IT ALSO OFFERS TO SHARE THE FILES WITH OTHER USERS AND WHAT IS MORE, THERE IS THE POSSIBILITY TO EDIT AND DOWNLOAD DOCUMENTS.

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=GDRXAOQFVBA](https://www.youtube.com/watch?v=GDRXAOQFVBA)

## **DROP BOX**

DROP BOX IS ONLINE STORAGE WITH THE POSSIBILITY TO SAVE FILES. WHAT IS MORE, THE USERS CAN SYNC ALL SAVED FILES TO THEIR DEVICES. IT HAS A FUNCTIONALITY THAT ALLOWS USERS TO SHARE FILES WITH OTHERS VIA SHAREABLE LINKS. DROP BOX IS FREE JUST FOR A BASIC ACCOUNT WITH 2GB OF FREE STORAGE.

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=4NAN6ZT6BZW](https://www.youtube.com/watch?v=4NAN6ZT6BZW)

## **EXERCISE**

USE SOME OF THE MATERIALS PREVIOUSLY DONE BY YOU (LIKE A PRESENTATION OR WORD DOCUMENT) TO MASTER HOW TO SHARE FILES ON A CLOUD SYSTEM OF YOUR CHOICE. SEND AT LEAST ONE DOCUMENT TO THREE OF YOUR CLASSMATES. THESE FILES MUST BE DOWNLOADED IMMEDIATELY AFTER. ONCE THIS FIRST STEP IS COMPLETED, YOUR CLASSMATES WILL HAVE TO RECIPROCATATE THE EXERCISE WITH YOU BY SHARING WITH YOU THEIR FILES AND YOU WILL HAVE TO DOWNLOAD IT AS WELL.

# SOURCES

[HTTPS://STUDY.COM/ACADEMY/LESSON/WHAT-IS-WORD-PROCESSING-SOFTWARE-DEFINITION-TYPES-EXAMPLES.HTML](https://study.com/academy/lesson/what-is-word-processing-software-definition-types-examples.html)

[HTTP://W.SUNYBROOME.EDU/BASIC-COMPUTER-SKILLS/FUNCTIONS/WORD\\_PROCESSING/1WORD\\_PROCESSING.HTML](http://w.sunybroomer.edu/basic-computer-skills/functions/word_processing/1word_processing.html)

[HTTP://WWW.RAYMUNDOCONNOR.COM/WP/WP-CONTENT/UPLOADS/2017/09/LO1\\_WORD\\_PROCESSING\\_USES\\_AND\\_FEATURES.PDF](http://www.raymundoconnor.com/wp/wp-content/uploads/2017/09/LO1_WORD_PROCESSING_USES_AND_FEATURES.PDF)

[HTTPS://RIGOROUSTHEMES.COM/BLOG/WORD-PROCESSING-SOFTWARE-EXAMPLES/](https://rigorousthemes.com/blog/word-processing-software-examples/)

[HTTPS://WWW.TECHOPEDIA.COM/DEFINITION/9510/SPREADSHEET-SOFTWARE](https://www.techopedia.com/definition/9510/spreadsheet-software)

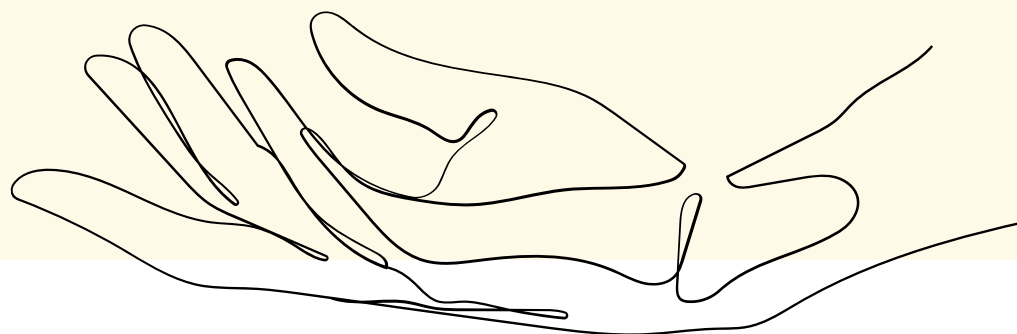
[HTTPS://WWW.INVESTOPEDIA.COM/TERMS/V/VIDEO-CONFERRING.ASP#:~:TEXT=KEY%20TAKEAWAYS,AT%20LITTLE%20TO%20NO%20COST](https://www.investopedia.com/terms/v/video-conferencing.asp#:~:text=KEY%20TAKEAWAYS,at%20LITTLE%20TO%20NO%20COST)

[HTTPS://WWW.RINGOVER.COM/BLOG/ORGANISE-VIDEOCONFERENCE-MULTIPLE-PARTICIPANTS](https://www.ringover.com/blog/organise-videoconference-multiple-participants)

[HTTPS://WWW.TECHTARGET.COM/SEARCHUNIFIEDCOMMUNICATIONS/DEFINITION/INSTANT-MESSAGING](https://www.techtarget.com/searchunifiedcommunications/definition/instant-messaging)

[HTTPS://WWW.BROSIX.COM/BLOG/WHAT-IS-INSTANT-MESSAGING/](https://www.brosix.com/blog/what-is-instant-messaging/)

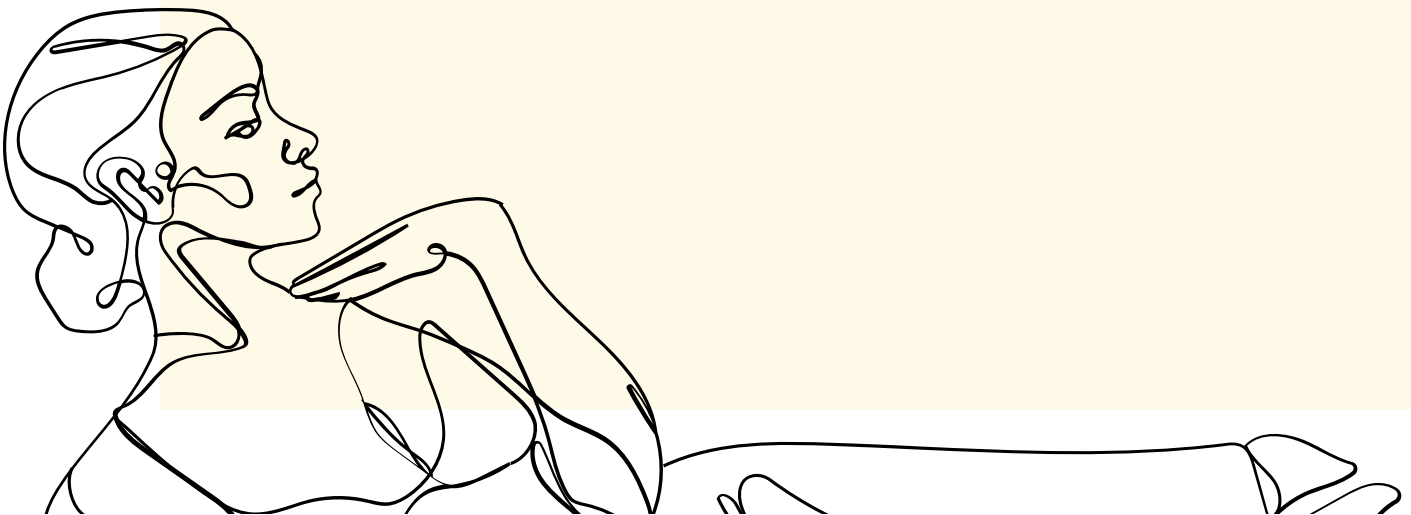
[HTTPS://WWW.INVESTOPEDIA.COM/TERMS/C/CLOUD-STORAGE.ASP](https://www.investopedia.com/terms/c/cloud-storage.asp)



# MODULE 5: SECURITY TOOLS MANUAL

## INTRODUCTION

SECURITY MEASURES AND TOOLS ARE FUNDAMENTAL FOR ANY ACTIVITY UNDERTAKEN ONLINE, ESPECIALLY IMPORTANT IN TERMS OF E-COMMERCE. WHY IS THIS SO? WITH THE IMPLEMENTATION OF EFFECTIVE SECURITY MEASURES, YOU WILL BE GUARANTEEING NOT ONLY THE SAFETY OF YOUR CLIENTS, BUT ALSO YOUR BUSINESS AND YOURSELF. APART FROM PROTECTING SENSITIVE DATA, SAFE BROWSING, OR SECURED PAYMENT (WHICH ARE JUST A FEW EXAMPLES), YOU MAY BE REQUIRED TO INTRODUCE ADDITIONAL SECURITY MEASURES BASED ON THE RULES AND CONDITIONS OF THE MARKETS YOU ARE TARGETING. IN THIS MODULE YOU WILL FIND OUT WHICH SECURITY MEASURES ARE A MUST, WHICH ONES YOUR CUSTOMERS ARE EXPECTING, WHY YOU SHOULD INVEST IN YOUR E-SECURITY AND HOW ALL THESE MEASURES WILL IMPACT YOUR OWN BUSINESS WITH THE USE OF ONLINE STRATEGIES. SECURITY CONSIDERATION IN TERMS OF ONLINE ACTIVITIES AND DATA PROTECTION AND ONLINE CONSUMER RIGHTS WILL BE EXPLORED. THIS MODULE IS COMPRISED BY 3 LEARNING UNITS IN TOTAL:



## **UNIT 1 – SECURITY CONSIDERATIONS IN TERMS OF ONLINE ACTIVITIES**

THE LEARNERS WILL CONSIDER SECURITY CONSIDERATIONS IN TERMS OF THEIR ONLINE ACTIVITIES, INCLUDING SAFETY PRECAUTIONS IN TERMS OF E-COMMERCE.

**KEY CONCEPTS:** SECURITY, ONLINE ACTIVITIES, E-COMMERCE

## **UNIT 2 – DATA PROTECTION AND ONLINE CONSUMER RIGHTS**

THE LEARNERS WILL CONSIDER DATA PRODUCTION RULES SECURING CONSUMERS' RIGHTS. SPECIFICALLY, THE LEARNERS WILL BE INTRODUCED TO THE EU GENERAL DATA PROTECTION REGULATION (OR GDPR) WHICH DESCRIBES DIFFERENT SITUATIONS WHERE A COMPANY OR AN ORGANISATION IS ALLOWED TO COLLECT OR REUSE YOUR PERSONAL INFORMATION.

**KEY CONCEPTS:** DATA PROTECTION, CONSUMER RIGHTS, GDPR.

## **UNIT 3 – SECURE PAYMENTS**

GIVEN THAT PAYMENT IS THE MOST SENSITIVE AREA FOR CONSUMERS, THE LEARNERS WILL CONSIDER IN THIS UNIT MEASURES FOR SAFEGUARDING SECURE PAYMENTS. THEY WILL ALSO BE INTRODUCED INTO HOW TO KEEP THEIR CONSUMERS INFORMED ABOUT THE PAYMENT METHODS WHICH ARE AVAILABLE.

**KEY CONCEPTS:** SECURE PAYMENTS, PAYMENT METHODS.



# LEARNING OBJECTIVES

AFTER STUDYING THIS MODULE, YOU WILL BE ABLE TO ACHIEVE THE FOLLOWING LEARNING OUTCOMES:

## **KNOWLEDGE:**

AFTER THE SUCCESSFUL COMPLETION OF THIS UNIT LEARNERS WILL: -BE FAMILIAR WITH SECURITY MEASURES THAT WILL FACILITATE SAFE AND SECURE ONLINE ACTIVITIES, PROTECTING THEIR BUSINESS AND THEIR CLIENTELE. -BE AWARE OF DATA PRODUCTION RULES SECURING CONSUMERS' RIGHTS. -BE AWARE WITH METHODOLOGIES THAT LEAD TO SECURE PAYMENTS.

## **SKILLS:**

AFTER THE SUCCESSFUL COMPLETION OF THIS UNIT LEARNERS WILL BE ABLE TO: -CREATE STRATEGIES ON HOW TO USE THE INTERNET AS AN EFFICIENT AND SAFE CHANNEL FOR THEIR ONLINE BUSINESS ACTIVITIES. -IDENTIFY THE REQUIREMENTS FOR PROTECTING SENSITIVE DATA.-CREATE STRATEGIES TOWARDS ADHERING DATA PRODUCTION RULES SECURING CONSUMERS' RIGHTS.-ESTABLISH SECURE PAYMENTS FOR THEIR ONLINE BUSINESS ACTIVITIES.

## **ABILITIES:**

AFTER THE SUCCESSFUL COMPLETION OF THIS UNIT LEARNERS WILL BE ABLE TO: -PERFORM ONLINE ACTIVITIES FOR THEIR BUSINESS. - APPROPRIATELY HANDLE CLIENTS' PERSONAL DATA. -RECEIVE PAYMENTS IN A SECURE MANNER FROM CLIENTS.



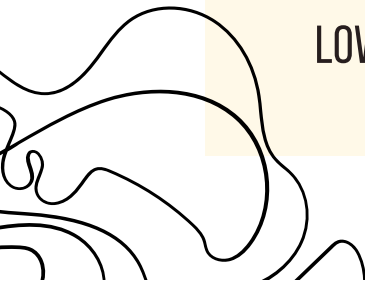
# UNIT 1 – SECURITY CONSIDERATIONS IN TERMS OF ONLINE ACTIVITIES

## PRACTICAL ACTIVITY – PADLET

WHAT IS E-COMMERCE? WHAT COMES IN YOUR MIND WHEN YOU HEAR THE TERM 'ECOMMERCE'? PUT YOUR THOUGHTS IN A SENTENCE OR WORD HERE: [HTTPS://PADLET.COM/OLIATSI/ANFFMA61KV8EXI0K](https://padlet.com/OLIATSI/ANFFMA61KV8EXI0K)

## CONTENT

E-COMMERCE (ELECTRONIC COMMERCE) IS THE ACTIVITY OF ELECTRONICALLY BUYING OR SELLING OF PRODUCTS ON ONLINE SERVICES OR OVER THE INTERNET. IN OTHER WORDS, IT REFERS TO BUSINESS TRANSACTIONS THAT TAKE PLACE ON THE INTERNET. E-COMMERCE HAS EXPERIENCED CONSIDERABLE GROWTH SINCE THE DAWN OF THE INTERNET AS A COMMERCIAL ENTERPRISE. OVER THE LAST FEW YEARS, IT HAS BECOME AN INDISPENSABLE PART OF THE GLOBAL RETAIL FRAMEWORK. LIKE MANY OTHER INDUSTRIES, THE RETAIL LANDSCAPE HAS UNDERGONE A SUBSTANTIAL TRANSFORMATION FOLLOWING THE ADVENT OF THE INTERNET, AND THANKS TO THE ONGOING DIGITALIZATION OF MODERN LIFE, CONSUMERS FROM VIRTUALLY EVERY COUNTRY NOW PROFIT FROM THE PERKS OF ONLINE TRANSACTIONS. ITS ADVANTAGES INCLUDE: ELIMINATING TIME AND GEOGRAPHICAL LIMITATIONS, STREAMLINING OPERATIONS, AND LOWERING COSTS.



## **WATCH A VIDEO**

LEARN MORE ABOUT E-COMMERCE BY WATCHING THE VIDEO:  
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=AD8RHZRYBFU](https://www.youtube.com/watch?v=AD8RHZRYBFU)

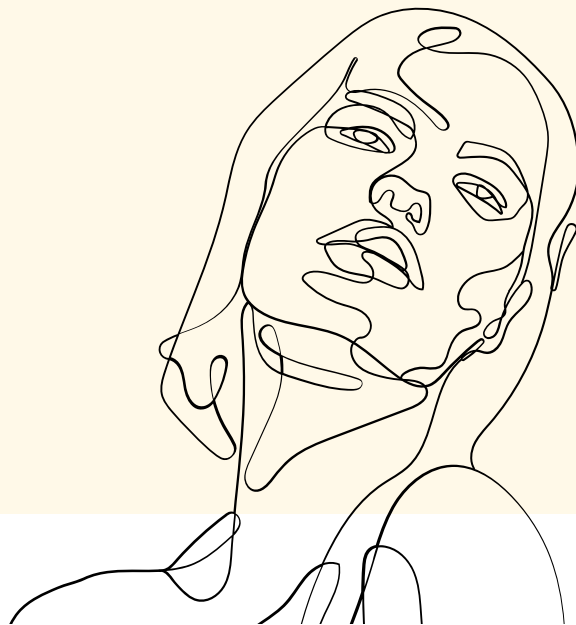
## **PRACTICAL ACTIVITY – PADLET**

WHY SHOULD I ADOPT ECOMMERCE FOR MY BUSINESS? THINK ABOUT ADVANTAGES, OPPORTUNITIES OF ECOMMERCE. PUT YOUR THOUGHTS IN A SENTENCE OR WORD HERE:  
[HTTPS://PADLET.COM/OLIATSI/8BI1048IEZ2G90CZ](https://padlet.com/OLIATSI/8BI1048IEZ2G90CZ)

## **CONTENT**

### **WHY SHOULD I USE E-COMMERCE?**

YOU CAN EXPLOIT THE ADVANTAGE OF THE INTERNET AND CREATE A CHANNEL SUPPORTING REGULAR ACTIVITIES PERFORMED BY YOUR BUSINESS OR THE MAIN CHANNEL OF SALES. IN BOTH CASES YOU MUST BE AWARE OF THE COMMON FEATURES AND PRINCIPLES BEHIND E-COMMERCE. WE START FROM SECURING, PROTECTING, AND INTRODUCING REGULAR MEASURES FOR A SAFE BUSINESS SITE.





SOME OF THESE ADVANTAGES FROM THE BUSINESSES' PERSPECTIVE INCLUDE:

- ADDITIONAL WAYS FOR THE PROMOTIONS OF YOUR PRODUCT(S) AND/OR SERVICE(S)
- NO BOUNDARIES IN TARGETING AUDIENCE, THE NUMBER AND MARKET SEGMENTS
- IMPROVEMENT OF COMMUNICATION WITH THE CUSTOMER
- STORING CUSTOMER ONLINE BEHAVIOUR AND ORDER HISTORY
- EASIER CUSTOMER AUTHENTICATION
- POSSIBILITY TO RELEASE E-CAMPAIGNS AND ANNOUNCEMENTS ON NEW PRODUCT RELEASES
- POSSIBILITY OF OFFER VARIOUS WAYS OF PAYMENT, DEPENDING ON YOUR PREFERENCES AND THAT OF YOUR CUSTOMERS
- IMPLEMENTATION OF ADDITIONAL SECURITY MEASURES
- EASIER TO REACT TO MARKET TRENDS AND MARKET NICHE



SOME OF THESE ADVANTAGES FROM THE CONSUMER'S PERSPECTIVE INCLUDE:

- AVAILABILITY 24/7 TO CHECK YOUR PRODUCT(S) AND/OR SERVICE(S), MAKE AN ORDER AND CONTACT YOU
- EASE OF CHECKING AND VERIFYING THE E-SHOP
- PROVIDES INFORMATION ABOUT THE TIME OF DELIVERY, CARRIER AND TRACKING CODE
- STORES ALL STORE POLICIES IN ONE PLACE

SINCE E-COMMERCE IS PROVIDING BOTH CONSUMERS AND BUSINESS WITH MORE OPPORTUNITIES AND WAYS TO BENEFIT FROM IT, THE SAFETY ASPECT BECOMES EVEN MORE IMPORTANT WITH THE INCREASING NUMBER OF ACTIVITIES AVAILABLE ONLINE.

### **DIFFERENT TYPES OF E-COMMERCE**

THERE ARE DIFFERENT TYPES OF E-COMMERCE, SUCH AS: BUSINESS-TO-CONSUMER (B2C), M-COMMERCE (MOBILE COMMERCE), F-COMMERCE (FACEBOOK COMMERCE), BUSINESS-TO-BUSINESS (B2B), CONSUMER-TO-CONSUMER (C2C). WE BRIEFLY ELABORATE ON THOSE DIFFERENT TYPES BELOW.

**BUSINESS-TO-CONSUMER (B2C)** ONE OF THE MOST POPULAR EXAMPLES OF B2C TRANSACTIONS IS BUYING AND SELLING GOODS ON THE INTERNET. MANY BUSINESSES HAVE VIRTUAL STOREFRONTS THAT ARE THE ONLINE EQUIVALENTS OF THEIR RETAIL OUTLETS. SOME BUSINESSES HAVE NO PHYSICAL STOREFRONTS BUT THEY OPERATION THROUGH THE USE OF THEIR WEBSITE MERELY OR THE OF AN E-PLATFORM. BUYERS BROWSE AND PURCHASE PRODUCTS BY HAVING ACCESS TO THE COMPANY'S WEBSITE OR PLATFORM. AN EXAMPLE IF B2C TRANSACTIONS IS AMAZON.COM ARGUABLY BEING THE MOST FAMOUS ONLINE SHOPPING DESTINATION.

ONE OF THE BIGGEST DRIVERS OF E-COMMERCE HAS BEEN THE INTERFACING OF WEBSITES WITH BANK ACCOUNTS AND BY EXTENSION, CREDIT CARDS. THIS MAKES IT EASY TO PAY FOR PRODUCTS ONLINE, ALLOWING FOR SECURE ELECTRONIC PAYMENTS VIA CREDIT CARDS, DEBIT CARDS, OR GIFT CARDS, WHICH IS FAR MORE EFFICIENT THAN WRITING AND MAILING CHECKS (SEE MORE ABOUT ONLINE PAYMENT IN UNIT 2).



**M-COMMERCE** STANDS FOR “MOBILE COMMERCE”. THIS IS LARGELY A SUBSECTION OF B2C TRANSACTIONS, BUT THE RAPID PENETRATION OF MOBILE DEVICES WITH INTERNET ACCESS HAS OPENED NEW AVENUES OF E-COMMERCE FOR RETAILERS AND THEIR CUSTOMERS. M-COMMERCE GENERALLY INVOLVES E-COMMERCE TAKING PLACE THROUGH THE USE OF MOBILE PHONES.

ONE OF THE MOST COMMON EXAMPLES OF M-COMMERCE IS ELECTRONIC TICKETING. AIR TICKETS, MOVIE TICKETS, TRAIN TICKETS, PLAY TICKETS, TICKETS TO SPORTING EVENTS, AND JUST ABOUT ANY KIND OF TICKETS CAN BE BOOKED ONLINE OR THROUGH MOBILE APPS. INSTEAD OF RECEIVING A PAPER TICKET, BUYERS DOWNLOAD AN ELECTRONIC VERSION OF THE TICKET THAT CAN BE SCANNED WITH THE USE OF A QR CODE. WHILE ELECTRONIC TICKETING DOES NOT ELIMINATE LINES AT ENTRY POINTS, IT DOES REDUCE LONG LINES FOR TICKET PURCHASES OR PICKING UP TICKETS AT A WILL-CALL BOOTH.



**F-COMMERCE** IS SHORT FOR “FACEBOOK COMMERCE” AND REFERS TO E-COMMERCE THAT TAKES PLACE WITHIN THE FACEBOOK ENVIRONMENT. THE POPULAR SOCIAL MEDIA SITE PROVIDES A CAPTIVE AUDIENCE TO TRANSACT BUSINESS, AND MANY SMALL BUSINESSES RELY MORE ON THEIR SOCIAL MEDIA PRESENCE THAN THEY DO ON TRADITIONAL WEBSITES. THIS TYPE OF E-COMMERCE ALSO IS A SUBSECTION OF B2C TRANSACTIONS AND CLOSELY RELATED TO M-COMMERCE. MANY FACEBOOK USERS ACCESS THE SITE VIA THEIR PHONES, AND BUSINESSES OFTEN PROVIDE LINKS TO ONLINE PURCHASING OPTIONS THROUGH THEIR PAGES AND POSTS.

THE LOW COST IS ONE OF THE MAIN ADVANTAGES OF AN F-COMMERCE, ESPECIALLY FOR SMALL COMPANIES THAT DO NOT HAVE ENOUGH BUDGET TO DEVELOP AND MAINTAIN A WEBSITE, OR ANOTHER ONLINE ENVIRONMENT FOR SELLING THEIR PRODUCTS AND SERVICES. FACEBOOK ITSELF RECOMMENDS USING THIS MODALITY FOR THE SALE OF CLOTHING, BEAUTY PRODUCTS, ACCESSORIES (SUCH AS BAGS AND SUITCASES), ETC.



LAUNCHING AN F-COMMERCE IS A VERY SIMPLE PROCESS. FIRST, IT IS NECESSARY TO CREATE A COMPANY PAGE IN WHICH THE STORE TAB WILL LATER BE ADDED. IF E-COMMERCE ALREADY EXISTS OUTSIDE OF FACEBOOK, YOU CAN SIMPLY LINK THE TOOL THAT HAS BEEN USED AND THE PRODUCTS IN THE CATALOGUE WILL APPEAR. IF, ON THE OTHER HAND, THE STORE IS ONLY GOING TO BE AVAILABLE ON FACEBOOK, IT IS NECESSARY TO ENTER THE PRODUCTS MANUALLY. THIS TYPE OF SOCIAL COMMERCE ALSO EXTENDS TO OTHER SOCIAL MEDIA, SUCH AS INSTAGRAM.



FIG. 1. WOMEN TAKE LEAD IN F-COMMERCE. SOURCE: WOMEN TAKE LEAD IN F-COMMERCE | THE DAILY STAR

**DID YOU KNOW**

ACCORDING TO META, WOMEN OWNED 70 PER CENT OF FACEBOOK-BASED BUSINESSES OPENED SINCE THE PANDEMIC BEGAN AND THERE HAS BEEN AN INCREASE OF MORE THAN 65 PER CENT IN INSTAGRAM BUSINESSES OWNED BY WOMEN. SOURCE: THE DAILY STAR.

## **PRACTICAL ACTIVITY ON F-COMMERCE**

IN THIS PRACTICAL ACTIVITY WE ARE GOING TO PRACTICE, FACEBOOK COMMERCE (F-COMMERCE) WHICH REFERS TO E-COMMERCE THAT TAKES PLACE WITHIN THE FACEBOOK ENVIRONMENT. FACEBOOK IS THE GATEWAY TO GETTING YOUR PRODUCTS IN FRONT OF BILLIONS OF SHOPPERS. HERE ARE A FEW WAYS FACEBOOK CAN GROW YOUR BUSINESS:

- FACEBOOK SHOP
- INSTAGRAM SHOP
- FACEBOOK PRODUCT CATALOGUE
- FACEBOOK PIXEL (RETARGET CUSTOMERS WITH ADS, MEASURE CONVERSIONS, AND SETUP DYNAMIC ADS)
- FACEBOOK MESSENGER

FOLLOW THE STEPS LISTED BELOW FOR STARTING USING FACEBOOK PAY ON FACEBOOK OR MESSENGER:

FIRSTLY, YOU NEED TO HAVE A FACEBOOK BUSINESS PAGE. IF YOU DO NOT HAVE ONE YET, YOU CAN CREATE IT NOW, YOU CAN FOLLOW THE GUIDELINES PROVIDED BY FACEBOOK HERE: [CREATE A FACEBOOK PAGE FOR YOUR BUSINESS | META BUSINESS HELP CENTRE](#)



## CONTENT

### **BUSINESS-TO-BUSINESS (B2B)**

IN B2B TRANSACTIONS, BOTH THE PARTIES ARE BUSINESSES, SUCH AS MANUFACTURERS, TRADERS, RETAILERS, ETC. FOR EXAMPLE, A MANUFACTURER MIGHT NEED A CERTAIN PART FOR ITS CONSTRUCTION WORK. NOWADAYS, WITH E-COMMERCE, MOST OF THESE TYPES OF SALES ARE AUTOMATED. INVENTORIES ARE TRACKED ELECTRONICALLY, AND WHEN NUMBERS DROP BELOW A CERTAIN POINT, AN ORDER IS SUBMITTED IMMEDIATELY TO A SUPPLIER.



### **CONSUMER-TO-CONSUMER (C2C)**

C2C TRANSACTIONS REPRESENT A FORM OF TRADING. AUCTION SITES ARE PERHAPS THE BEST EXAMPLE OF C2C E-COMMERCE. PHYSICAL AUCTIONS EXISTED BEFORE ONLINE AUCTIONS, BUT THE INTERNET MADE AUCTIONS ACCESSIBLE TO MANY BUYERS AND SELLERS. ONLINE AUCTIONS ARE AN EFFICIENT MECHANISM FOR PRICE DISCOVERY. MANY BUYERS FIND THE AUCTION SHOPPING MECHANISM MUCH MORE INTERESTING THAN REGULAR STOREFRONT SHOPPING.

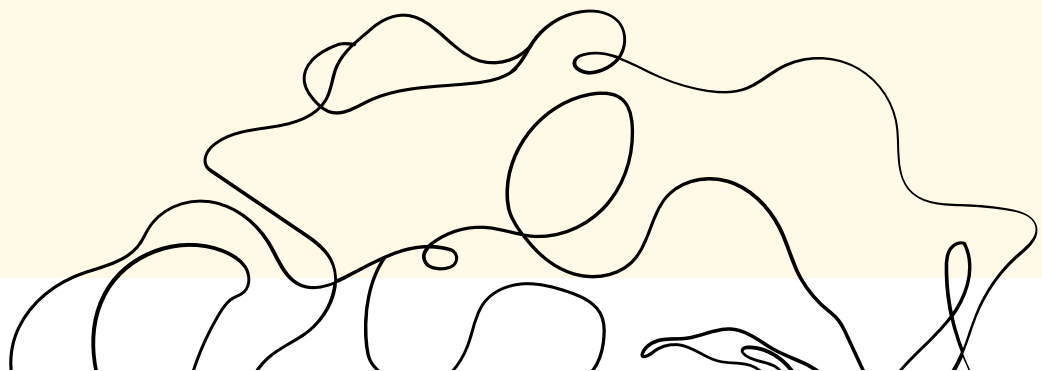


#### DID YOU KNOW

AS INTERNET ACCESS AND ADOPTION ARE RAPIDLY INCREASING WORLDWIDE, THE NUMBER OF DIGITAL BUYERS KEEPS CLIMBING EVERY YEAR. IN 2020, OVER TWO BILLION PEOPLE PURCHASED GOODS OR SERVICES ONLINE, AND DURING THE SAME YEAR, E-RETAIL SALES SURPASSED 4.2 TRILLION U.S. DOLLARS WORLDWIDE. IN THE YEAR OF THE PANDEMIC, GLOBAL RETAIL E-COMMERCE SALES GREW WITH MORE THAN 25 PERCENT, WITH ARGENTINA REPORTING THE HIGHER PERCENTAGE GROWTH. SOURCE: STATISTA.

#### FURTHER READING:

- READ MORE ABOUT E-COMMERCE HERE: LEARN THE BASICS ABOUT E-COMMERCE (THEBALANCESMB.COM)
- BEST PRACTICES IN E-COMMERCE: PCI SECURITY STANDARDS COUNCIL (APRIL, 2017). INFORMATION SUPPLEMENT: BEST PRACTICES FOR SECURING E-COMMERCE. RETRIEVED FROM: [HTTPS://WWW.PCISECURITYSTANDARDS.ORG/PDFS/BEST\\_PRACTICES\\_SECURING\\_ECOMMERCE.PDF](https://www.pcisecuritystandards.org/pdfs/best_practices_securing_ecommerce.pdf)
- ZOTT, C., AMIT, R., & DONLEVY, J. (2000). STRATEGIES FOR VALUE CREATION IN E-COMMERCE: BEST PRACTICE IN EUROPE. EUROPEAN MANAGEMENT JOURNAL, 18(5), 463-475.
- LEARN MORE ABOUT SECURITY SYSTEMS IN E-COMMERCE: E-COMMERCE - SECURITY SYSTEMS (TUTORIALSPPOINT.COM)



## WATCH A VIDEO

LEARN MORE ABOUT TYPES OF E-COMMERCE:

[HTTPS://WWW.YOUTUBE.COM/WATCH?](https://www.youtube.com/watch?v=_R4Z5YIFJLQ&list=PLNNMBUPVY6JIDNTPNESLTHSFZA6FDE-3B&index=10)

[V=\\_R4Z5YIFJLQ&LIST=PLNNMBUPVY6JIDNTPNESLTHSFZA6FDE-3B&INDEX=10](https://www.youtube.com/watch?v=_R4Z5YIFJLQ&list=PLNNMBUPVY6JIDNTPNESLTHSFZA6FDE-3B&index=10)



## FURTHER READING:

1. C2C TYPE OF E-COMMERCE DEALS WITH BUSINESS AND CUSTOMER. ANSWER: FALSE (CORRECT ANSWER IS B2C)

2. THE LACK OF A PERSONAL TOUCH CAN BE A DISADVANTAGE FOR MANY TYPES OF SERVICES AND PRODUCTS IN C-COMMERCE. ANSWER: TRUE

3. E-COMMERCE PROVIDES MORE OPTIONS TO COMPARE AND SELECT THE CHEAPER AND BETTER OPTIONS. ANSWER: TRUE

4. M-COMMERCE CAN BE USED THROUGH DESKTOP COMPUTER. ANSWER: FALSE (CORRECT ANSWER IS THROUGH MOBILE OR A TABLET).

5. SOCIAL COMMERCE IS A SUBSET OF THAT INVOLVES SOCIAL MEDIA LIKE FACEBOOK AND GMAIL. ANSWER: FALSE (CORRECT ANSWER IS FACEBOOK, GMAIL IS NOT A SOCIAL MEDIA MEDIUM).



## CONTENT

### WHY SHOULD I CONSIDER SECURITY MEASURES IN SUCH ONLINE ACTIVITIES?

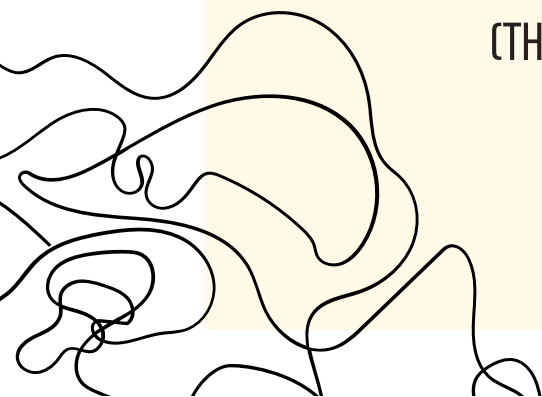
DESPITE THE NUMEROUS BENEFITS AND POSSIBILITIES THAT THE USE OF THE INTERNET BRINGS INTO YOUR BUSINESS ACTIVITIES, IT ALSO EXPOSES EVERY ENTITY UNDER THREAT. SOME COMMONS THREATS ARE MALICIOUS EMAILS, UNSAFE POP-UPS, UNAUTHORIZED BREACHES, VIRUS AND MANY MORE. WHEN PEOPLE MAKE PURCHASES ONLINE, THEY ENTER IMPORTANT INFORMATION TO MAKE THE PURCHASE. THEREFORE, TO PROTECT CONSUMER'S DATA, E-COMMERCE SECURITY IS NECESSARY.

SECURITY MEASURES SHOULD BE UNDERTAKEN REGARDLESS THE BUSINESS SECTOR, WHETHER YOU ARE MANAGING IN-STORE OR ONLINE SALES, AND IN THE CASE OF DOMESTIC OR INTERNATIONAL SALES. WITH THE IMPLEMENTATION OF EFFECTIVE SECURITY MEASURES, YOU WILL BE GUARANTEEING NOT ONLY THE SAFETY OF YOUR CLIENTS, BUT ALSO YOUR OWN BUSINESS OR YOUR SELF'S. WITH ONLINE MEASURES IT IS HOWEVER TRICKIER, SINCE EXPERIENCING ANY COMPLAINTS, MISUNDERSTANDINGS, ERRORS, OR FAULTS, YOU WILL ONLY BE RELYING ON THE MECHANISMS THAT ARE CONTROLLED COMPUTER-WISE, WHICH WILL IMPACT THE RELATIONSHIP WITH CUSTOMERS AND YOUR RELIABILITY.



LESS WORRIES, IF THESE ARE DETECTED AND IT IS POSSIBLE TO REACT BEFORE ANY DAMAGE IS DONE, BUT TROUBLE COMES WHEN YOU ARE ATTACKED WITHOUT KNOWING ABOUT THIS. THEN IT IS TOO LATE, YOU CAN INTRODUCE NEW MEASURES, BUT SUCH THAT WILL BE EFFECTIVE FROM THAT VERY MOMENT, EXPOSING TO RISK ANY PREVIOUSLY STORED DATA. THEREFORE, THE IMPLEMENTATION OF SECURITY MEASURES IS A NECESSITY, BUT ALSO THE REGULAR AND PRECISE CONTROL OVER THEM, REGULARLY UPDATE THE SOFTWARE AND BROWSERS, THE BASIC SECURITY MEASURES OF ONLINE USERS. WHEN THINKING ABOUT ONLINE SAFETY, CONSUMERS USUALLY IDENTIFY IT WITH PAYMENTS ONLINE. THEY ARE NOT MISTAKEN, BUT THERE IS MORE BEHIND IT. SAFETY IN E-COMMERCE ALSO INCLUDES:

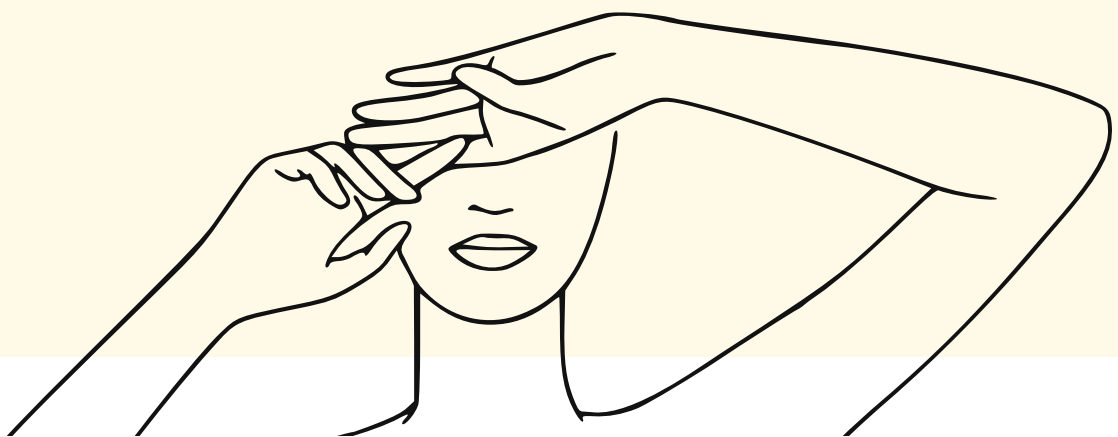
- THE ABILITY TO CONFIRM BOTH WHO THE SELLER AND BUYER IS.
- ENCRYPTED (CODED) TRANSMISSION OF DATA BETWEEN THE CONSUMER AND THE SELLER, ESPECIALLY CREDIT CARD DETAILS.
- SECURING THE SERVER FROM UNAUTHORIZED PERSONS ACCESSING THE CUSTOMER'S DATA WITHOUT THEIR CONSENT.
- SECURING THE SERVER FROM THIRD PARTY ATTACKS, BOTH FROM OUTSIDE (THE INTERNET) OR FROM INSIDE (THE LAN'S).



CONSIDER THE FACT THAT YOU ARE AT THE STAGE OF SETTING UP A BUSINESS AND ARE PLANNING TO SELL ONLINE. THIS IS A CRITICAL MOMENT FOR YOUR BUSINESS. THEREFORE, IT WILL BE ESPECIALLY ESSENTIAL TO THOROUGHLY SECURE YOUR ONLINE PRESENCE FROM THE FIRST ONLINE ACTIVITY. THE WEBSITE PERFORMANCE, DATA STORAGE, SHIPMENT PROCEDURES, CURRENCY EXCHANGE, TAX OR CUSTOM OBLIGATIONS, AND PAYMENT OPTIONS YOU OFFER ARE ALL CLOSELY RELATED WITH GUARANTEEING SECURE ONLINE ACTIVITIES. THESE MUST BE SUPPORTED BY ANTI-FRAUD SOLUTIONS, SECURITY SEALS AND SSL CERTIFICATES. AN SSL CERTIFICATE IS A DIGITAL CERTIFICATE THAT AUTHENTICATES A WEBSITE'S IDENTITY AND ENABLES AN ENCRYPTED CONNECTION. LET'S NOW CONCENTRATE ON SOME OF THESE SECURITY MEASURES.

## **WEBSITE PERFORMANCE, INCLUDING SSL CERTIFICATES AND SECURITY SEALS**

THE FIRST IMPORTANT THING IS DOCUMENTING THAT YOUR E-COMMERCE SITE IS PROTECTED. START BY ACQUIRING A SECURE SOCKETS LAYER (SSL) CERTIFICATE. AN SSL CERTIFICATE LINKS THE DOMAIN NAME, SERVER NAME OR HOSTNAME WITH AN ORGANIZATIONAL IDENTITY (I.E., COMPANY NAME) AND ITS LOCATION.



IT IS IMPLEMENTED IN ORDER TO SECURE CONNECTIONS FROM A WEB SERVER TO A BROWSER, IN SPECIFIC TO SECURE CREDIT CARD TRANSACTIONS, DATA TRANSFER, LOGINS AND SOCIAL MEDIA BROWSING. AN E-COMMERCE THAT HAS AN SSL CERTIFICATE WILL HAVE A PADLOCK OR GREEN BAR NEXT TO THE HTTPS PROTOCOL ON THE ADDRESS BAR, PREVIOUSLY HTTP ('S' IN HTTPS STANDS FOR SECURE).

### **FURTHER READING:**

READ MORE ABOUT THE SSL CERTIFICATE HERE: [WHAT IS AN SSL CERTIFICATE & WHY IS IT IMPORTANT? \(KASPERSKY.COM\)](https://www.kaspersky.com/resources/what-is-an-ssl-certificate)

AT THIS POINT WORK ON THE E-COMMERCE SITE PRIVACY POLICY. IN LINE WITH THE GDPR LEGISLATION, YOUR E-SHOP IS OBLIGED TO INFORM CUSTOMERS WHY YOU NEED THEM TO PROVIDE SPECIFIC DATA (CHECK UNIT 2 FOR MORE INFORMATION).



WITH THE AVAILABILITY OF A PRIVACY POLICY FOR CONSUMERS TO CONSULT AT ANY TIME, YOU ARE ENSURING THAT THE WEBSITE IS SAFE AND THAT YOU ARE COMPLYING WITH THE LEGISLATION. RETURN POLICIES, SAFE SHIPMENT PROCEDURES, AND ENSURING DELIVERY ON TIME ARE ALSO KEY SECURITY MEASURES THAT CUSTOMERS ARE LOOKING FOR.

ANOTHER IMPORTANT MEASURE IS PROVIDING YOUR CUSTOMERS WITH CONTACT DETAILS. THIS INFORMATION DOES NOT NECESSARILY PROVIDE PROTECTION BUT GIVES AN INDICATION HOW TO REACH THE E-SHOP IN CASE OF ANY QUESTIONS ON OWN SECURITY OR QUESTIONS ON HOW THE CONSUMER'S DATA IS BEING STORED. A CONTACT FORM IS NOT ENOUGH. AN E-SHOP SHOULD DISPLAY THE FULL COMPANY NAME, ITS EMAIL ADDRESS, ADDRESS (PHYSICAL LOCATION OR WAREHOUSE) AND IF APPLICABLE A PHONE NUMBER OR OTHER FORMS OF CONTACT (SOCIAL MEDIA, VOIP) FOR THE CUSTOMER TO REACH YOU IN CASE OF ANY DOUBTS, BUT ALSO BANK OR TRANSACTION DETAILS. THE MORE INFORMATION YOU SHARE, THE MORE LIABLE YOU WILL BE IN THE EYES OF YOUR CUSTOMERS, INCREASING THEIR SENSE OF PROTECTION AND IMPACTING YOUR CONVERSION. SEE THE EXAMPLE GIVEN BELOW IN THE FIGURE.



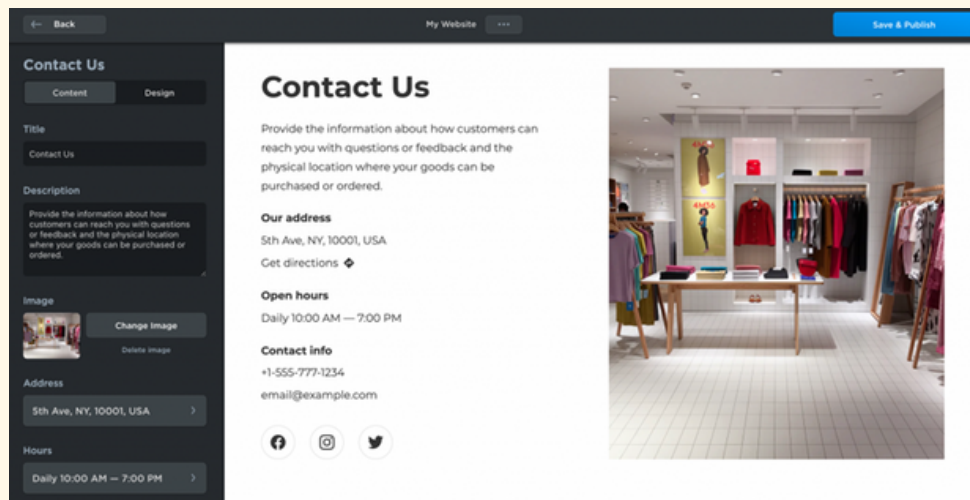


FIG. 2. CONTACT DETAILS OF YOUR E-SHOP. SOURCE: HOW TO BUILD AN E-COMMERCE WEBSITE

ANOTHER IMPORTANT ELEMENT TO CONSIDER RELATED TO TRUST SEALS. A TRUST SEAL IS A SEAL GRANTED BY AN ENTITY TO WEBSITES OR BUSINESSES FOR DISPLAY. TRUST SEALS COMPRISE AN EXAMPLE OF SECURITY SEALS, DOCUMENTING THE ADHERENCE OF YOUR E-SHOP TO A PRIVACY POLICY, BUT ALSO WHEN THE LAST SECURITY SCAN WAS CONDUCTED (I.E., FOR MALWARE OR VIRUSES) AND IF YOUR WEBSITE IS SAFE. A TRUST SEAL WILL SHOW TO YOUR CUSTOMERS THAT YOU ARE USING ADDITIONAL SECURITY MEASURES TO PROTECT THEIR SAFETY, INCLUDING THEIR DATA AND PRIVACY.

THERE ARE TWO TYPES OF SEALS:

- SERVER VERIFICATION.
- SITE VERIFICATION.



## **PRACTICAL ACTIVITY - PRACTICE YOUR KNOWLEDGE IN A QUIZ (CORRECT ANSWERS APPEAR IN BOLD)**

### **WHAT IS AN SSL?**

1. IT IS A CODE NECESSARY FOR CHECKOUT IN AN ONLINE PURCHASE
2. IT IS A TYPE OF WEBSITE ESPECIALLY FOR SELLING PRODUCTS AND SERVICES ONLINE
3. IT IS A PROTOCOL THAT CREATES AN ENCRYPTED LINK BETWEEN A WEB SERVER AND A WEB BROWSER
4. IT SECURES ONLINE TRANSACTIONS; THUS, CUSTOMER INFORMATION IS KEPT PRIVATE AND SECURE

### **WHAT IS THE BENEFIT OF AN SSL PADLOCK ICON?**

1. IT IS ADDED AUTOMATICALLY ONCE WE SETUP A WEBSITE FOR ONLINE PURCHASES
2. IT PREVENTS CRIMINALS FROM ATTEMPTING TO STEAL AND CUSTOMER INFO (LIKE NAME, ADDRESS, CREDIT CARD NUMBER)
3. ONCE INSERTED, IS FOR A LIFETIME
4. IT EMPOWERS THE TRUST BETWEEN THE ONLINE BUSINESS OWNER AND THE PROSPECT CUSTOMER

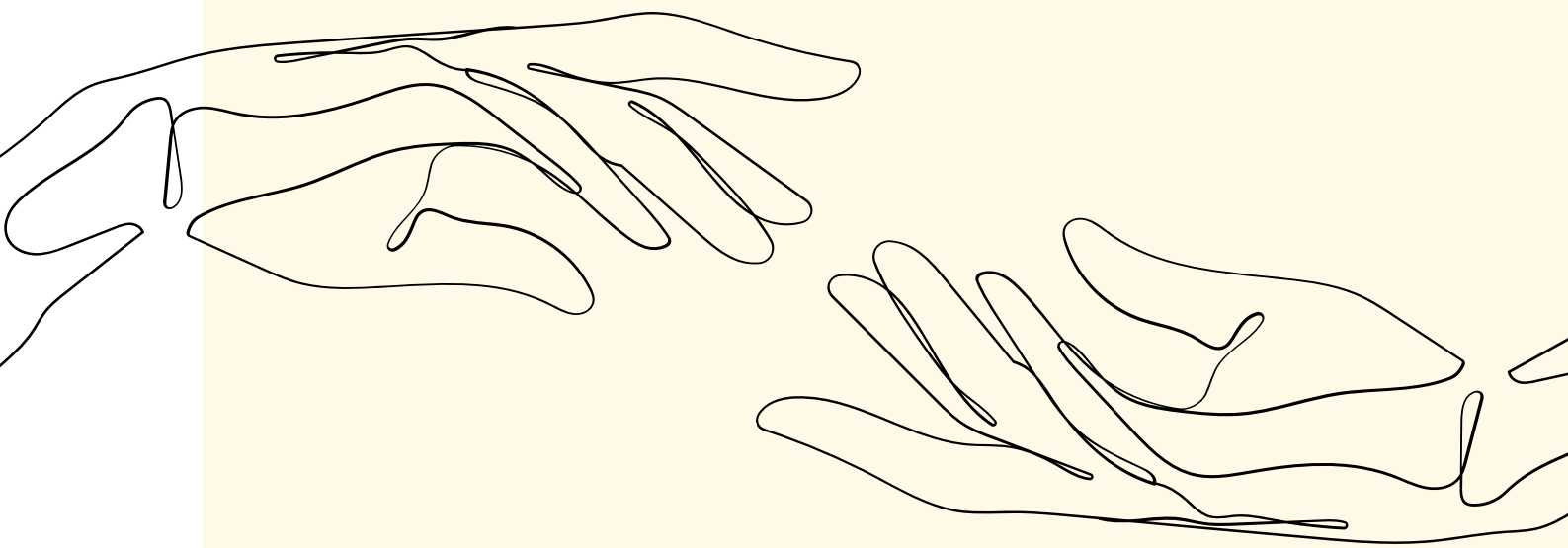
### **ABOUT TRUST SEAL**

1. IT IS A DIGITAL SIGNATURE NEEDED BY A CUSTOMER DURING THE CHECKOUT PROCESS
2. IT IS A SMALL BADGE DISPLAYED ON THE 'PAYMENT' PAGE OF A WEBSITE
3. IT DEMONSTRATES THE CONCERN OF THE ONLINE BUSINESS OWNER ON SECURITY TRANSACTION'S ISSUES
4. IT INDICATES THE PRESENCE OF SSL PROTOCOL (HTTPS) BETWEEN THE VISITOR BROWSER AND THE WEBSERVER

## CONTENT (CONTINUATION)

THE FIRST WILL SCAN THE HOSTING SERVER FOR THE ELIMINATION OF DANGERS.THE SECOND WILL PROTECT USERS FROM INSERTING UNDESIREDD SCRIPTS INTO VIEWED PAGES (CROSS SITE SCRIPTING) AND TAMPERING USER DATA, WHICH MAY VOID TRANSACTIONS OR THE DESTRUCTION OF DATA (SQL INJECTION).

AN E-COMMERCE THAT HAS A TRUST SEAL WILL HAVE A BADGE OR 'SECURED' / 'VERIFIED' MESSAGE (E.G., NORTON SECURED) ON ITS PAGE, BUT ALSO IN MANY CASES ON THE ADDRESS BAR, AND ITS LEGITIMACY CAN BE CHECKED BY CLICKING ON THIS ICON TO GO TO THE PAGE THAT VERIFIES THE AUTHENTICITY OF THAT SEAL. ANOTHER INDICATION THAT THE SITE IS SECURED IS THE 'PROTECTOR'S' GREEN NAME IN THE BROWSER'S ADDRESS BAR.





## SOME ADDITIONAL SAFETY PRECAUTIONS IN TERMS OF E-COMMERCE

ANY OF THE ABOVE-MENTIONED SECURITY MEASURES (OR INFORMATION ABOUT THEM) MUST BE PROVIDED IN YOUR CUSTOMER'S LANGUAGE. YOU SHOULD ALSO BE AWARE THAT DEPENDING ON THE COUNTRY, DIFFERENT SECURITY MEASURES MAY BE REQUIRED. IF YOU ARE LACKING A SECURITY MEASURE THAT YOUR CUSTOMER IS LOOKING FOR, BUT WHICH IS A BASIC MEASURE DEMONSTRATING THE COMPLIANCE OF WEBSITES TO PROTECTING USERS' SAFETY AND PERSONAL DATA, YOU WILL LOSE THE TRUST AND MOST LIKELY THE CUSTOMER FROM THAT SPECIFIC COUNTRY. ESPECIALLY, IF YOU HAVE CUSTOMERS VISITING YOUR SITE THAT HAVE BASIC KNOWLEDGE OR SKILLS ON ONLINE SECURITY, PRIVACY POLICIES OR INFORMATION ON THE ADHERENCE TO THE PRINCIPLE OF CONFIDENTIALITY OF INFORMATION SHOULD BE CLEARLY DISPLAYED AND AVAILABLE IN THE CUSTOMERS' LANGUAGES.

FOR THE SAFETY OF YOUR CUSTOMERS AND YOUR E-SHOP, THESE ARE SOME ONLINE ACTIVITIES THAT YOU SHOULD BE ABLE TO RECOGNIZE AND IMMEDIATELY ELIMINATE SINCE THEY ARE SIGNS OF CYBERATTACKS. SOME OF THOSE ARE LISTED BELOW:

- DEFACEMENTS. THIS MEANS REPLACING A SITE'S CONTENT WITH THEIR NAME, LOGO, AND/OR IDEOLOGICAL IMAGERY. THE RESULT IS THAT YOUR SITE IS CYBERATTACKED.

- SUSPICIOUS POP UPS. THIS MEANS FAKE MESSAGES THAT APPEAR ON THE SCREEN, USUALLY CLICKABLE. THE RESULT IS ACCIDENTALLY DOWNLOADING MALWARE AND INFECTING YOUR WEBSITE/COMPUTER.
- MALVERTISING. THIS MEANS MALWARE ADVERTISING CAMPAIGNS TO SPREAD MALWARE AND INFECT WEBPAGES. THESE ADVERTISEMENTS ARE CHARACTERISED BY POOR QUALITY (SPELLING MISTAKES, INCORRECT PRODUCT, ETC.), SO THEY SHOULD BE EASIER TO DETECT.
- PHISHING KITS. THIS MEANS FALSE WEBSITES IMITATING REAL SITES THAT ARE INTENDED TO TRICK USERS. ALTHOUGH THEY MAY LOOK VERY SIMILAR TO THEIR REAL VERSIONS, THESE WEBSITES ARE ALSO CHARACTERISED BY POOR QUALITY (SPELLING MISTAKES, INCORRECT PRODUCT, ETC.), SO THEY SHOULD BE EASY TO DETECT.
- MALICIOUS REDIRECTS. THIS MEANS THE REDIRECTION TO AN INFECTED SITE AND CAN BE IDENTIFIED WHEN YOU ENTER ONE URL AND ARE REDIRECTED TO ANOTHER SITE.

**FURTHER READING:**

HOW TO PROTECT YOURSELF FROM THEM? READ MORE ABOUT THE CYBERATTACKS: 6 TYPES OF CYBERATTACKS THAT CAN HARM YOUR BUSINESS (SCNSOFT.COM)



## **UNIT 2 – DATA PROTECTION AND ONLINE CONSUMER RIGHTS**

IN LIGHT WITH THE CURRENT REGULATIONS, PERSONAL DATA COLLECTION IS GOVERNED BY THE CONSUMER'S CONSENT THAT THEY AGREE THAT THEIR DATA IS COLLECTED AND STORED. THEREFORE, YOU MUST EXPLAIN TO YOUR CUSTOMERS WHY YOU ARE ASKING FOR THEIR DATA AND THAT YOU ARE RESPONSIBLE FOR PROTECTING IT.

PERSONAL DATA ACCORDING TO CAMBRIDGE DICTIONARY IS INFORMATION HELD ON COMPUTERS THAT RELATES ONLY TO YOU, AND THAT YOU DO NOT WANT EVERYONE TO KNOW. MORE INFORMATION IS ALSO PROVIDED BY EUROPEAN COMMISSION ON WHAT IS PERSONAL DATA?

AN OBLIGATION IS THE PROTECTION OF PERSONAL AND SENSITIVE DATA, AS WELL AS THE DISTINCTION BETWEEN THEM AS DIFFERENT LEVELS OF PROTECTION MAY BE REQUIRED. PERSONAL DATA, APART FROM NAMES, ADDRESSES OR BANK ACCOUNT DETAILS, ARE COOKIES AND IP ADDRESSES, AND BIOMETRIC DATA WILL BE CLASSIFIED AS SENSITIVE DATA.

### **CATEGORIES OF PERSONAL DATA**

THERE ARE VARIOUS CLASSIFICATIONS OF PERSONAL DATA MADE BY COUNTRIES OR INTERNATIONAL ORGANIZATIONS. IT IS TRUE THAT MOST ARE QUITE SIMILAR. HUANG ET AL. (2020) COMBINED DIFFERENT CHARACTERISTICS AND COMMONALITIES OF VARIOUS CLASSIFICATION METHODS AS SHOWN IN THE FOLLOWING TABLE.



CATEGORY	EXAMPLES
<b>BASIC INFORMATION</b>	NAME, AGE, PLACE OF BIRTH, DATE OF BIRTH, GENDER, GENDER IDENTITY, PREFERENCES, PROCLIVITIES, PERSONAL PHOTOS, RACE, COLOR, NATIONAL OR ETHNIC ORIGIN
<b>IDENTIFICATION</b>	GOVERNMENT-ISSUED IDENTIFICATION, DRIVER'S LICENSE, PASSPORT, HEALTH IDS, SOCIAL INSURANCE NUMBERS (SIN), SOCIAL SECURITY NUMBERS (SSN), PIN NUMBERS
<b>BIOMETRICS</b>	GENES, FINGERPRINTS, VOICE PRINTS, PALM PRINTS, AURICLES, IRISES, FACIAL FEATURES
<b>AUTHENTICATING</b>	PASSWORDS, PIN, SYSTEM ACCOUNT, IP ADDRESS, EMAIL ADDRESS, SECURITY ANSWER, PERSONAL DIGITAL CERTIFICATES
<b>MEDICAL AND HEALTH</b>	PHYSICAL AND MENTAL HEALTH, DRUG TEST RESULTS, DISABILITIES, FAMILY OR INDIVIDUAL HEALTH HISTORY, HEALTH RECORDS, BLOOD TYPE, DNA CODE, MEDICAL HISTORY, MEDICAL DEVICE LOGS, PRESCRIPTIONS, AND HEALTH INSURANCE COVERAGE
<b>PROFESSIONAL</b>	JOB TITLES, SALARY, WORK HISTORY, SCHOOL ATTENDED, EDUCATION HISTORY, EMPLOYEE FILES, EMPLOYMENT HISTORY, EVALUATIONS, REFERENCES, INTERVIEWS, EMPLOYER DATA, CERTIFICATIONS, DISCIPLINARY ACTIONS
<b>FINANCIAL</b>	CARS, HOUSES, APARTMENTS, PERSONAL POSSESSIONS, PURCHASES, SALES, CREDIT, INCOME, LOAN RECORDS, TRANSACTIONS, TAXES, PURCHASES AND SPENDING HABITS, CREDIT RECORDS, CREDIT SCORES, CREDIT STANDING, CREDIT CAPACITY, PHYSICAL ASSETS, AND VIRTUAL GOODS
<b>COMMUNICATION</b>	TELEPHONE RECORDINGS, VOICE MAIL, EMAILS, SMS, PHONE CALLS, IM AND SOCIAL, NETWORK POST, PHYSICAL ADDRESS, TELEPHONE NUMBER
<b>CONTACT</b>	CONTACT LISTS, FRIENDS, CONNECTIONS, ACQUAINTANCES, ASSOCIATIONS, GROUP MEMBERSHIP, EMAIL ADDRESS
<b>BROWSING HISTORY</b>	MEDIA PRODUCED, CONSUMED, AND SHARED: IN-TEXT, AUDIO, PHOTO, VIDEO, AND OTHER FORMS OF MEDIA; REAL-WORLD AND ONLINE CONTEXT, ACTIVITY, INTERESTS, AND BEHAVIOR: RECORDS OF LOCATION, TIME, CLICKS, SEARCHES, BROWSER HISTORIES AND CALENDAR DATA, PURCHASES ACTIVITY, ONLINE SHOPPING, SOCIAL NETWORK PROFILE INFORMATION AND THE LIKE
<b>DEVICE</b>	HARDWARE SERIAL NUMBER, SOFTWARE LIST, IP ADDRESS, MAC ADDRESS, BROWSER FINGERPRINT
<b>LOCATION</b>	COUNTRY, GPS COORDINATES, ROOM NUMBER, LONGITUDE AND LATITUDE

TABLE 1: CATEGORIES OF PERSONAL DATA

## **GENERAL DATA PROTECTION REGULATION (GDPR)**

### **PRACTICAL ACTIVITY – PADLET**

WHAT DO YOU KNOW ABOUT GDPR? GIVE YOUR IDEA BY SENTENCE OR WORD HERE: [HTTPS://PADLET.COM/OLIATSI/IMRIIV06WIORBINB](https://padlet.com/oliatsi/imriiv06wiorbinb)

### **CONTENT (CONTINUATION)**

GDPR STANDS FOR 'GENERAL DATA PROTECTION REGULATION'. THIS IS A REGULATION IMPOSED BY THE EUROPEAN PARLIAMENT AND COUNCIL, TO EACH MEMBER STATE OF THE EUROPEAN UNION. ITS PURPOSE IS TO PROTECT THE PERSONAL DATA OF THE EUROPEAN CITIZENS. IT BECAME EFFECTIVE ON 25 MAY 2018.

THE REGULATION INTRODUCES LIMITATIONS TO BOTH DATA COLLECTION AND DATA USE, EXPLAINS DATA PROTECTION AND DATA PRIVACY, AND LIMITS DATA USE WITHOUT CUSTOMER ALIENATION. DIGITALISATION MAKES IT EASIER TO COLLECT DATA, BUT WITH THE INTRODUCTION OF GDPR THE AMOUNT OF COLLECTED DATA SIGNIFICANTLY DROPS. ON THE ONE HAND IT IS THE CONSUMERS THAT ARE MORE RELUCTANT TO PROVIDE THEIR DATA, ON THE OTHER HAND IT IS THE BUSINESSES THAT ARE STARTING TO UNDERSTAND THAT THEY DO NOT NEED TO COLLECT SO MUCH DATA. BY COLLECTING ONLY, THE DATA THAT IS RELEVANT, YOU ARE DEMONSTRATING TO YOUR CUSTOMERS THAT YOU ARE ONLY REQUIRING THAT DATA NECESSARY TO, FOR INSTANCE FINALIZE A TRANSACTION, NOT TAKING ADVANTAGE OF THEIR DATA BUT TAKING CARE OF THEIR PRIVACY AND PROTECTING THEIR DATA.

FOLLOWING THE GDPR REGULATIONS, THE PROCESSING OF PERSONAL OR SENSITIVE DATA IS PROHIBITED UNLESS AGREED OTHERWISE BY THE CONSUMER. THIS IMPLIES THE NEED TO CAREFULLY SECURE ANY DATA YOU WILL BE REQUIRING FROM E-SHOPPERS, FOR EXAMPLE FOR SETTING UP AN ACCOUNT, SIGNING UP FOR E-NEWSLETTERS OR IN THE PAYMENT PROCESS. SHOPPERS MUST UNDERSTAND THAT YOU (THE RETAILER) NEED THIS DATA, WHY AND FOR WHAT PURPOSES YOU ARE STORING THEIR DATA. NO ALL CONSUMERS WILL UNDERSTAND THIS AT ONCE AND MAY NOT BE CONSIDERING THAT YOU ARE PROTECTING YOUR OWN DATA AS WELL.

IN ADDITION TO EU MEMBERS, ANY COMPANY WHICH TRADES GOODS AND SERVICES OUT OF EUROPE, IS SUBJECT TO THIS REGULATION. ADHERENCE TO THE REGULATION IN EACH MEMBER STATE IS MONITORED BY THE BY THE LOCAL COMMISSIONER WHO IS APPOINTED BY THE RESPECTIVE STATE GOVERNMENT. NEGLIGENCE TO REGULATION COMPLIANCE, LEADS TO A PENALTY BY THE LOCAL COMMISSIONER. PENALTY MAY BE BEING JUST A SERIOUS NOTIFICATION, A BAN OF TRANSACTIONS OF THE BUSINESS OWNER OR EVEN BIG FINANCIAL PENALTY (AMOUNT UP TO 20 MILLION EUROS OR 4% OF WORLDWIDE TURNOVER FOR THE PRECEDING FINANCIAL YEAR - WHICHEVER IS HIGHER)!

### **WATCH A VIDEO**

WHAT IS GDPR: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=W8FAOGHIYMO](https://www.youtube.com/watch?v=W8FAOGHIYMO)



## ENHANCED PERSONAL PRIVACY RIGHTS

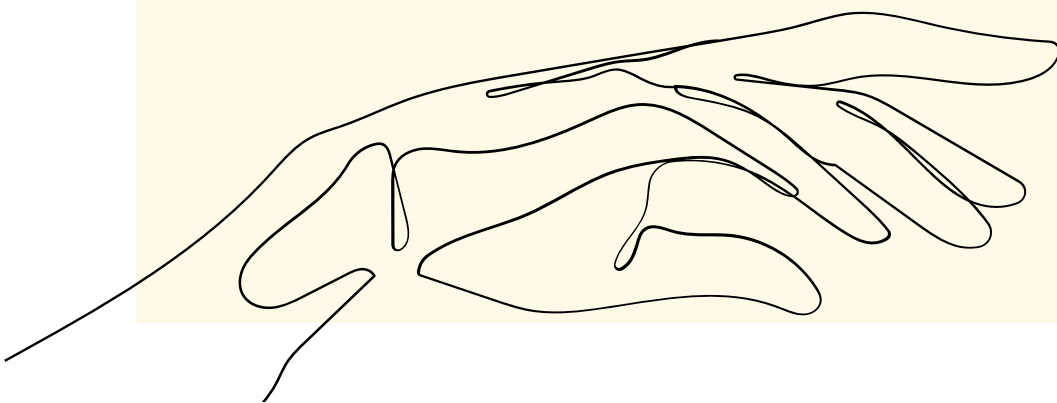
CANDIDATE CUSTOMERS, CONSUMERS, CUSTOMERS MAY GIVE THEIR CONSENT TO A BUSINESS OWNER (I.E.: ESHOP/WEBSITE OWNER) FOR THE LATTER TO HAVE THESE DATA BE STORED AND PROCESSED. A CLEAR STATEMENT BY THE BUSINESS OWNER ON THE REASON FOR DATA COLLECTION IS NEEDED TO BE GIVEN. FOR EXAMPLE:

‘A PERSON’S DATA MAY BE COLLECTED FOR THE SOLE REASON TO HAVE THE TRANSACTION BETWEEN THE TWO PARTS, FOR SENDING THE PRODUCTS TO THE CUSTOMER OR FOR SENDING JUST FURTHER INFORMATION BEFORE THE FINAL AGREEMENT.’

MAIN RIGHTS OF PEOPLE WHO GIVE THEIR CONSENT ON THEIR PERSONAL DATA COLLECTION BY A BUSINESS ENTITY ARE LISTED BELOW.

### RIGHT TO:

- ACCESS TO HIS/HER PERSONAL DATA
- RECTIFY – CORRECT ANY ERRORS
- ERASE THEIR GIVEN DATA BY BUSINESS STORAGE SYSTEMS
- RESTRICT DATA PROCESSING
- DATA PORTABILITY (TRANSFER THEIR DATA ELSEWHERE)
- REJECT ANY AUTOMATED INDIVIDUAL DECISION MAKING (AND RIGHT TO REQUEST A HUMAN INTERVENTION INSTEAD)

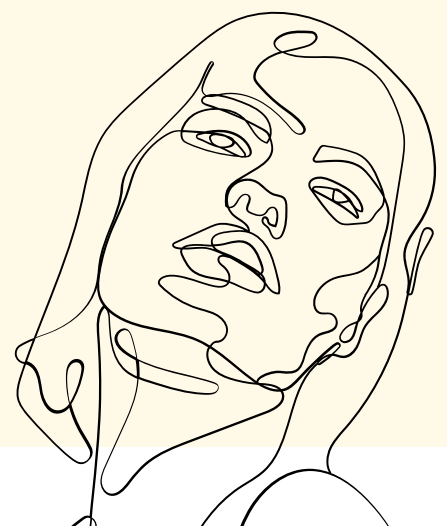


AS PER THE GENERAL DATA PROTECTION LAW, THREE PRINCIPLES NEED TO BE SATISFIED FOR THE PERSONAL DATA COLLECTED. THESE ARE CONFIDENTIALITY, INTEGRITY, AND AVAILABILITY. BY CONFIDENTIALITY, IT IS MEANT THAT THE DATA, WHICH IS COLLECTED AND STORED BY THE BUSINESS OWNER, IS ACCESSED, AND PROCESSED ONLY BY THE PEOPLE WHO HAVE BEEN AUTHORIZED TO AND NOT OTHERS. SECOND PRINCIPLE, INTEGRITY IMPLIES THAT THE PERSONAL DATA THAT WAS COLLECTED BY THE BUSINESS OWNER IS STORED AS ACCURATE AND CONSISTENT AS GIVEN BY THE PERSONAL DATA OWNER/CUSTOMER. THIS IS IMPLIED FOR THE DATA, OVER ITS LIFETIME. THIRD PRINCIPLE IS AVAILABILITY. THAT IS, PERSONAL DATA COLLECTED AND STORED BY THE BUSINESS OWNER MUST BE AVAILABLE ANY TIME TO ANYBODY WHO HAS BEEN GRANTED ACCESS AND PROCESS OF (BY THE BUSINESS OWNER). ABBREVIATION OF THE ABOVE PRINCIPLES IN THE GDPR WORLD IS CIA -INITIALS OF THE THREE PRINCIPLES AND NOT THE WELL-KNOWN CENTRAL INTELLIGENCE AGENCY OF THE UNITED STATES OF AMERICA.

### **WATCH A VIDEO**

VIDEO ON CONSUMERS' OBJECTIONS:

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=FH7MNJDKCGM](https://www.youtube.com/watch?v=FH7MNJDKCGM)



#### DID YOU KNOW

GDPR WAS ADOPTED BY THE EUROPEAN PARLIAMENT IN APRIL 2016, THE GDPR WILL BECOME UK LEGISLATION ON THE 25TH OF MAY 2018. THE GDPR COVERS TWO TYPES OF DATA: PERSONAL DATA AND OTHER TYPE OF SENSITIVE PERSONAL DATA. THE FIRST CATEGORY REFERS TO INFORMATION THAT CAN IDENTIFY A PERSON. THIS INCLUDES THE FOLLOWING: NAME, IP ADDRESS, LOCATION IDENTIFIER, EMAIL ADDRESS, PHOTOGRAPHS, BANK DETAILS. THE SECOND TYPE OF DATA IS SENSITIVE PERSONAL DATA AND INCLUDES: RACE/ETHNIC ORIGIN, HEALTH BIOMETRIC DATA, SEXUAL ORIENTATION.

IN E-COMMERCE DATA COLLECTION AND DATA STORAGE IS NOT NECESSARY FOR THE PURPOSE OF COMPLETING AN ORDER. IT CAN BE FOR THE PURPOSE OF TRACKING/ANALYSING CONSUMER'S ONLINE BEHAVIOUR OR THEIR SUBSCRIPTION TO AN E-NEWSLETTER. HOWEVER, WHICHEVER THE CASE, THE CONSUMER MUST CONFIRM THEY AGREE FOR THE WEBSITE/E-COMMERCE TO COLLECT THEIR DATA, WHICH APPLIES UNDER THE GDPR.

THE DIGITAL SINGLE MARKET STRATEGY OF THE EU (LAUNCHED MAY 2015) IS AMONG OTHERS FOR THE PROTECTION OF CUSTOMERS' RIGHTS ONLINE, THUS AFFECTING THE RULES BEHIND E-COMMERCE. THIS IS AN ONGOING PROCESS; HENCE IMPORTANT STEPS HAVE ALREADY BEEN MADE TO GUARANTEE CONSUMERS' ONLINE ACTIVITIES. IF YOUR BUSINESS IS PRESENT IN THE DIGITAL ONLINE SPACE, YOU WILL BE OBLIGED TO ACT IN COMPLIANCE WITH THESE RULES. IF YOUR E-COMMERCE WILL BE DEMONSTRATING PRO-ACTIVITY, THEN YOU WILL BE BUILDING TRUST AND HONESTY OF YOUR BRAND.



THE NEW RULES AND MAIN POSTULATES OF THE DIGITAL SINGLE MARKET STRATEGY ARE, AMONG OTHERS, AIMED AT:

- PAYMENT SERVICES.
- NEW CROSS-BORDER PARCEL DELIVERY SERVICES.
- BANNING GEOBLOCKING.
- ADDITIONAL CONSUMER PROTECTION RULES (INTO FORCE IN 2020).
- NEW VAT RULES FOR ONLINE SALES OF GOODS AND SERVICES (INTO FORCE IN 2021).

THE PURPOSE OF THE REGULATION (EU) 2015/2366, NAMELY THE PAYMENT SERVICES DIRECTIVE, IS TO INCREASE CONSUMER RIGHTS, GUARANTEE SAFE AND FASTER PAYMENTS, DESCRIBE REFUND RIGHTS, GIVE CLEAR INFORMATION ON PAYMENT METHODS, AND PROMOTE MOBILE PAYMENTS. IT IS FOR THE BENEFIT OF BOTH THE CONSUMER AND THE TRADER.



IN ANY CASE, A BUSINESS OWNER WHO COLLECTS PERSONAL DATA FROM CANDIDATE CUSTOMERS AND CUSTOMERS MUST ENSURE THE ADHERENCE TO THE ABOVE PRINCIPLES BY APPLYING FURTHER ORGANIZATIONAL AND TECHNOLOGICAL MEASURES WHICH ARE BEYOND THE SCOPE OF THIS MODULE. IN THE TEXT THAT FOLLOWS, YOU MAY HAVE A LOOK AT A SAMPLE OF A PRIVATE POLICY. A PRIVATE POLICY IS A DOCUMENT CREATED AND POSTED BY THE ONLINE BUSINESS OWNER ON ITS ECOMMERCE SHOP/WEBSITE. THIS POLICY SHOWS HOW THE BUSINESS OWNER COLLECTS, MANAGES, AND PROTECTS THE PERSONAL DATA OF ITS CUSTOMERS (LIKE NAME, EMAIL ADDRESS, SHIPPING ADDRESS, PHONE NUMBER).

## SAMPLE OF A PRIVACY POLICY TEMPLATE:

### Sample Ecommerce Privacy Policy Template

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#### Privacy Policy

Our Privacy Policy was last updated on [DATE].

This Privacy Policy describes Our policies and procedures on the collection, use and disclosure of Your information when You use the Service and tells You about Your privacy rights and how the law protects You.

We use Your Personal data to provide and improve the Service. By using the Service, You agree to the collection and use of information in accordance with this Privacy Policy.

#### Interpretation and Definitions

##### Interpretation

The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

##### Definitions

For the purposes of this Privacy Policy:

- **"Account"** means a unique account created for You to access our Service or parts of our Service.
- **"Company"** (referred to as either "the Company", "We", "Us" or "Our" in this Agreement) refers to [COMPANY INFORMATION]
- **"Country"** refers to [COMPANY\_COUNTRY].
- **"Cookies"** are small files that are placed on Your computer, mobile device or any other device by a website, containing the details of Your browsing history on that website among its many uses.
- **"Device"** means any device that can access the Service such as a computer, a cell phone or a digital tablet.
- **"Personal Data"** is any information that relates to an identified or identifiable individual.

## **WATCH A VIDEO**

LEARN MORE ABOUT GDPR BY WATCHING THE VIDEO:  
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=6PZPKAJERCW](https://www.youtube.com/watch?v=6PZPKAJERCW)

## **PRACTICAL ACTIVITY - CREATE A 'PRIVACY POLICY' DOCUMENT**

CREATE A 'PRIVACY POLICY' DOCUMENT (USING THE LINK PROVIDED BELOW) WITH INFORMATION ON THE REASON YOU DO COLLECT THE PERSONAL DATA FROM YOUR CUSTOMERS AND OTHER RELEVANT INFORMATION. ONCE THE POLICY IS GENERATED, YOU MAY DOWNLOAD IT AS A WORD FILE, OR USE THE SCRIPT AND POST IT ON YOUR WEBSITE (ON A SEPARATE WEBPAGE CALLED 'PRIVATE POLICY') SO ANY VISITOR OF YOUR ECOMMERCE WEBSITE CAN READ IT AND DEVELOP TRUST ON YOU AS A BUSINESS WHO IS PRIVACY SENSITIVE WITH THE PERSONAL DATA IT COLLECTS.

OPEN YOUR WEB BROWSER AND GO TO  
[HTTPS://APP.TERMSFEED.COM/WIZARD/PRIVACY-POLICY](https://app.termsfeed.com/wizard/privacy-policy)

FOLLOW THE WIZARD.



## **PRACTICAL ACTIVITY - PRACTICE YOUR KNOWLEDGE IN A QUIZ (CORRECT ANSWERS APPEAR IN BOLD)**

GDPR STANDS FOR:

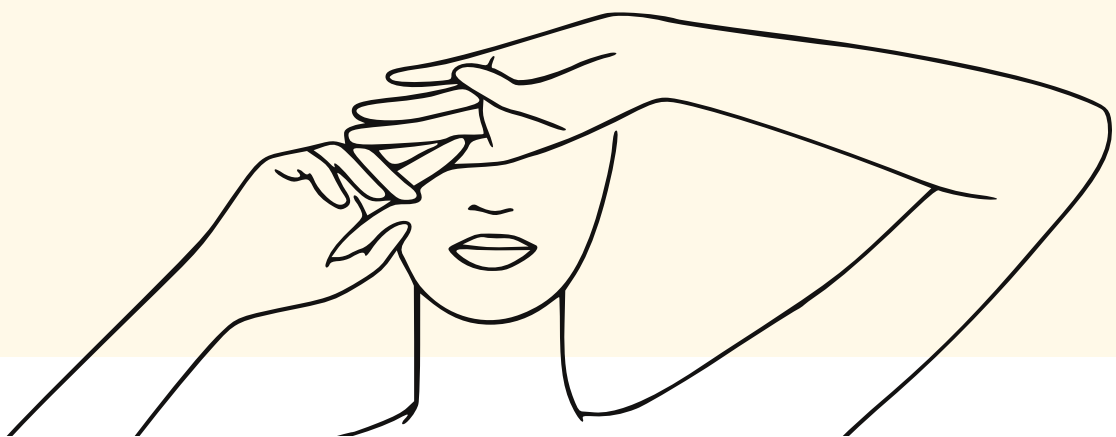
1. GENERAL DATA PRODUCTION RESTRICTION
2. GENERAL DATA PRIVACY REGULATION
3. GENERAL DATA PROTECTION REGULATION
4. GENERIC DATA PRIVACY REGULATION

GDPR COMPLIANCE IS REQUIRED BY BUSINESS OWNERS OF:

1. ALL COUNTRIES WORLDWIDE
2. ALL STATES OF AMERICA
3. ANY COUNTRY WHO TRADES GOODS AND SERVICES WITH CITIZENS OF EUROPEAN STATES

IN THE CONTEXT OF GDPR, WHAT ARE THE RIGHTS OF A CONSUMER:

1. ACCESS HIS/HER PERSONAL DATA
2. CORRECT ANY MISTAKEN DATA
3. REJECT ANY AUTOMATED DECISION-MAKING RESULT
4. CLAIM A HUMAN BEING INTERVENTION FOR A DECISION-MAKING PROCESS BY THE BUSINESS OWNER



## UNIT 3 – SECURE PAYMENTS

TECHNOLOGY TREMENDOUS ADVANCEMENT THE LAST YEARS, IS A FACT. IN ALL LIFE'S SECTORS, FROM MEDICINE TO ENGINEERING, TO EDUCATION, UP TO PURCHASES VIA THE WEB. THAT IS, ECOMMERCE. AS STATED IN A REPORT OF UNCTAD (UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT) ON 3RD MAY 2021: 'THE DRAMATIC RISE IN E-COMMERCE AMID MOVEMENT RESTRICTIONS INDUCED BY COVID-19 INCREASED ONLINE RETAIL SALES' SHARE OF TOTAL RETAIL SALES FROM 16% TO 19% IN 2020' (UNCTAD, 2021). IT STATED ALSO THAT 'GLOBAL E-COMMERCE SALES JUMPED TO \$26.7 TRILLION IN 2019, UP 4% FROM 2018'. BASED ON THIS HUGE OPPORTUNITY RAISED FOR MERCHANTS AND CONSUMERS AND THE HIGH LEVELS OF ECOMMERCE GROWTH, FURTHER TO THE GROWTH OF THE APPLICATIONS FOR DESIGN AND BUILD AN ONLINE STORE, THE OPTIONS FOR PAYMENT METHODS ALSO HAD A DISTINCTIVE INCREASE IN NUMBER. MERCHANTS' BEST VEHICLE TO DIFFERENTIATE AMONG THE NUMEROUS COMPETITORS IN THE WORLD OF ECOMMERCE, IS THE RIGHT PAYMENT METHOD.

THE OVERALL SHOPPING EXPERIENCE SHAPES THE FINAL STEP. I.E., WILL THE ESTORE VISITOR, BEING AT THE CHECK-OUT PAGE FINALIZE AND BUY? A BIG PERCENTAGE OF THIS ANSWER DEPENDS ON THE PAYMENT METHOD(S), THE MERCHANT WILL PRESENT TO THE VISITOR.





DECISION ON THE PAYMENT METHOD, IS BETTER TO BE BASED ON THE TARGET GROUP/CANDIDATE CUSTOMERS. THE GROUP THEY DO BELONG. DEMOGRAPHIC GROUP I.E.: AGE, SEX, EDUCATION LEVEL, DIGITAL LITERACY LEVEL, FINANCIAL LEVEL. GEOGRAPHIC REGION (COUNTRY, AVAILABILITY OF DIFFERENT PAYMENT METHODS)

## **SECURE PAYMENTS**

PAYMENT IS THE MOST SENSITIVE AREA FOR CONSUMERS, SO WHEN OFFERING YOUR CUSTOMERS TO MAKE ONLINE PAYMENTS, MAKE SURE YOU CONVINCED THEM THAT THE OFFERED PAYMENT METHODS ARE SECURE. KEEPING YOUR CONSUMERS INFORMED WILL INCREASE THEIR CERTAINTY IN THE SAFETY OF THE SERVICE YOU ARE PROVIDING. FOR EXAMPLE, NOT ALL CONSUMERS ARE AWARE THAT ENTERING CREDIT CARD OR DEBIT CARD INFORMATION IS DONE THROUGH AN ENCRYPTED PAGE, THEREFORE THE E-SHOP DOES NOT HAVE ACCESS TO SENSITIVE DATA (IN THIS CASE, CARD NUMBER). EXPLAINING THE PAYMENT PROCESS IS A STEP TO EARNING THEIR TRUST.

## **SECURE PAYMENT METHODS**

POPULAR PAYMENT METHODS IN ECOMMERCE:

### **CREDIT CARD PAYMENT**

MOST USED METHOD IN THE ECOMMERCE INDUSTRY. CONSUMERS NEED JUST TO ENTER THE CARD DETAILS ALONG WITH THEIR RESPECTIVE CVV (CARD VERIFICATION VALUE) AS ISSUED BY THEIR BANK. MOST POPULAR COMPANIES WORLDWIDE FOR CREDIT CARDS (IN COOPERATION WITH BANK INSTITUTIONS WORLDWIDE) ARE VISA, MASTERCARD.

## **WATCH A VIDEO**

HOW DO CREDIT CARD TRANSACTIONS WORK?

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=K76G9JQMXA0&t=4s](https://www.youtube.com/watch?v=K76G9JQMXA0&t=4s)

## **DEBIT CARD PAYMENT**

AFTER CREDIT CARD, PAYMENT WITH DEBIT CARD IS ONE OF THE MOST POPULAR ONES, WORLDWIDE. IT IS MOSTLY USED BY LESS FINANCIALLY PRIVILEGED PEOPLE AS A DEBIT CARD IS CONNECTED TO A BANK ACCOUNT WITH PERSON'S 'ONLY' SAVINGS. (NO EXCESS IS ALLOWED)

## **BANK TRANSFER**

IN THIS METHOD, THE CONSUMER TRANSFERS MONEY TO A BANK ACCOUNT, AROUND THE WORLD. IT IS CONSIDERED A SAFER WAY TO TRANSFER MONEY AS THE TRANSACTION SHOULD BE APPROVED BY THE CUSTOMER. (MAKING THOUGH THE SHOPPING EXPERIENCE LONGER AND SLOWER).

## **DIRECT DEPOSIT**

WITH THIS METHOD, THE CONSUMER CAN TRANSFER THE AMOUNT OF MONEY OF THE GOODS AND SERVICES PURCHASED, DIRECTLY TO THE SELLER'S (ESHOP OWNER) ACCOUNT. FAST WAY, OLD FASHIONED MAYBE DUE TO THE RISE OF MORE INNOVATIVE TECHNOLOGICALLY METHODS.

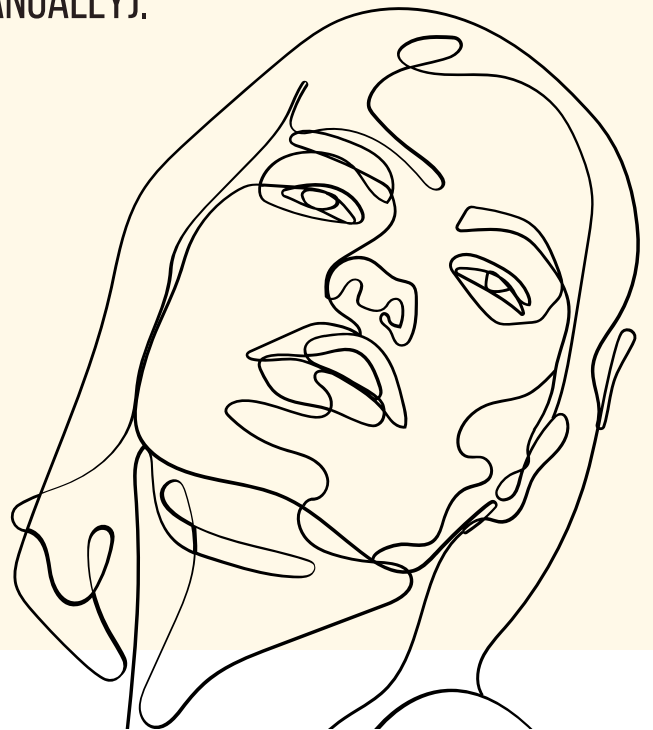


## **APP PAYMENTS**

THIS METHOD REFERS TO THE OPTION OF PURCHASE WITHIN THE APP ITSELF. AN ACTION CALL, PROMPTING TO 'BUY HERE' MAY LEAD TO THE PAYMENT WITHIN THE APP ITSELF WITHOUT THE NEED TO EXIT AND GO TO ANOTHER SITE FOR PURCHASING. EXAMPLES ARE FACEBOOK, INSTAGRAM (SOCIAL MEDIA PAGES).

## **CRYPTOCURRENCY**

CRYPTO PAYMENT, A MORE INNOVATIVE PAYMENT METHOD IS A CHEAP, QUICK, AND FAST WAYS TO TRANSFER FUNDS. FOR INTERNATIONAL FUNDS TRANSFER, THERE IS NO NEED FOR LOCAL CURRENCIES USE. A CRYPTO CARD MAY BE USED. THE ECOMMERCE BUSINESS OWNER MAY ACCEPT PAYMENT VIA A DIGITAL INVOICE AS A QR CODE IS. THE CUSTOMER CAN SCAN THIS CODE AND GETS THE NECESSARY INFORMATION: THE AMOUNT TO BE PAID AND THE WALLET ADDRESS, THAT AMOUNT NEEDS TO BE TRANSFERRED. THE CUSTOMER MAY CONFIRM THE PAYMENT AND THE CRYPTO IS TRANSFERRED TO THE ESHOP ACCOUNT OR DIGITAL WALLET. THIS METHOD ENSURES THE PAYMENT IN A FEW CLICKS, IN SAFETY AND IN CONVENIENCE (AS IT IS NOT DONE MANUALLY).



## **ELECTRONIC WALLETS**

ANOTHER INNOVATIVE PAYMENT METHOD, WITH ADDITIONAL NAMES AS DIGITAL WALLETS OR E-WALLET. E-WALLETS FUNCTION AS STORAGE FOR BOTH, THE BUYER'S FUNDS AND THE ESHOP OWNER INFORMATION. THE CUSTOMER NEEDS TO LINK HIS/HER BANK ACCOUNT TO AN E-WALLET. DECIDING TO PAY ONLINE WITH HIS/HER E-WALLET, THE CUSTOMER WILL BE DIRECTED TO THE E-WALLET PAGE. PASSWORD INPUT WILL ENSURE THE PRODUCT PURCHASE. LATELY, THIS METHOD BECAME HIGHLY PREFERRED BY CONSUMERS, CONSIDERING THE FACT THAT THERE IS NO NEED FOR ENTERING ANY DEBIT/CREDIT CARD CREDENTIALS. MOST POPULAR E-WALLETS ARE AMAZON PAY, APPLE PAY, GOOGLE PAY AND ALI PAY.

## **ECOMMERCE PAYMENT GATEWAYS**

THIS IS A SERVICE GIVEN BY A THIRD-PARTY COMPANY. IT FACILITATES THE FINANCIAL TRANSACTION AMONG THE BUYER, THE EBUSINESS OWNER AND THE BANK I.E.: IT PROCESSES THE BUYER PAYMENT INFORMATION AND GENERATES A LINK TO ALLOW HIM/HER (THE BUYER) TO COMPLETE THE PURCHASE. THE EBUSINESS OWNER NEEDS TO SIGN-UP AND INTEGRATE THE PAYMENT GATEWAY TOOL. AFTERWARDS, THE ESHOP OWNER WILL ONLY NEED TO WAIT FOR THE PAYMENT PROCESSOR TO DEPOSIT THE PURCHASES IN HIS/HER MERCHANT ACCOUNT.

THE FINANCIAL COST THAT THE EBUSINESS OWNER HAS TOWARDS TO THE THIRD-PART COMPANY OFFERING THE ABOVE SERVICE, AT THE BEGINNING IS HIGH BUT THE RETURN OF INVESTING IS SATISFACTORY. POPULAR ECOMMERCE PAYMENT GATEWAYS ARE PAYPAL, SQUARE AND STRIPE.

## **PAYPAL: ONE OF THE MOST POPULAR PAYMENT GATEWAY SYSTEMS.**

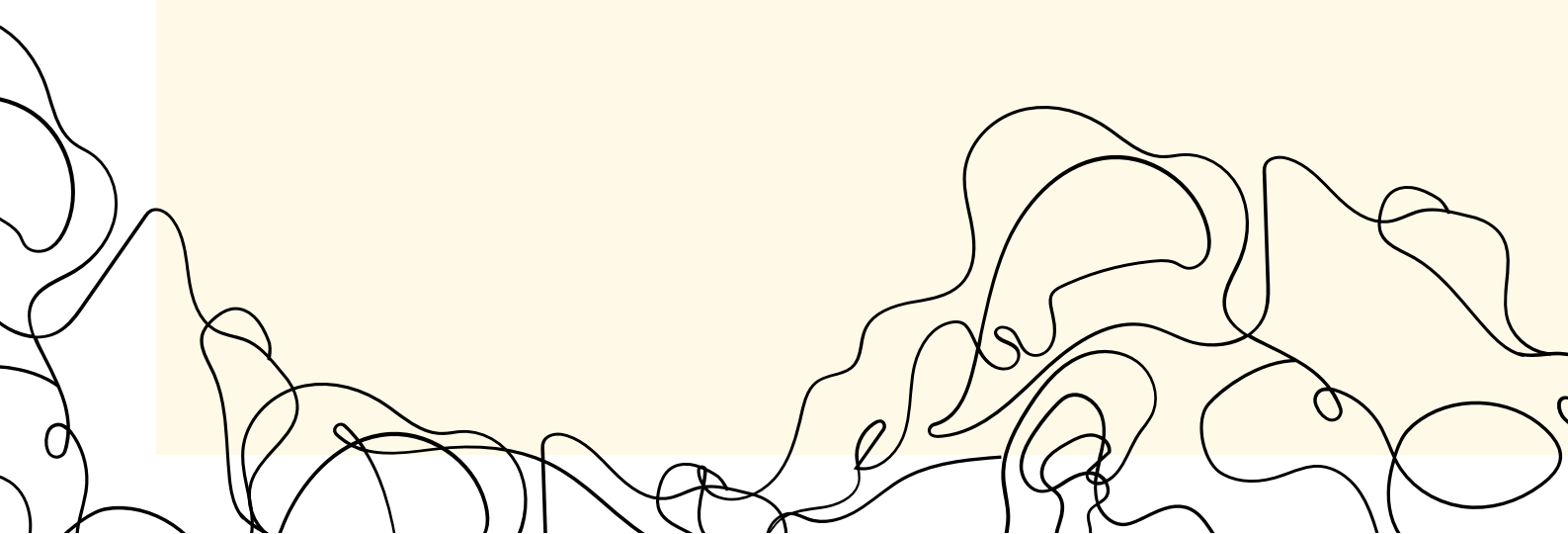
PAYPAL HAS OVER 250 MILLION USERS WORLDWIDE. THEREFORE, HAVING PAYPAL AS A PAYMENT OPTION IN YOUR ECOMMERCE WEBSITE, YOU OFFER THE FEELING TO THE VISITORS TO FEEL FAMILIAR AND MOST PROBABLY PROCEED WITH THE PURCHASE OF YOUR PRODUCTS/SERVICES. LEARN MORE ABOUT THE AFOREMENTIONED PAYMENT METHODS HERE: [BEST PAYMENT METHODS FOR YOUR ECOMMERCE STORE](#)

## **PRACTICAL ACTIVITY - CREATE A PAYPAL BUSINESS ACCOUNT**

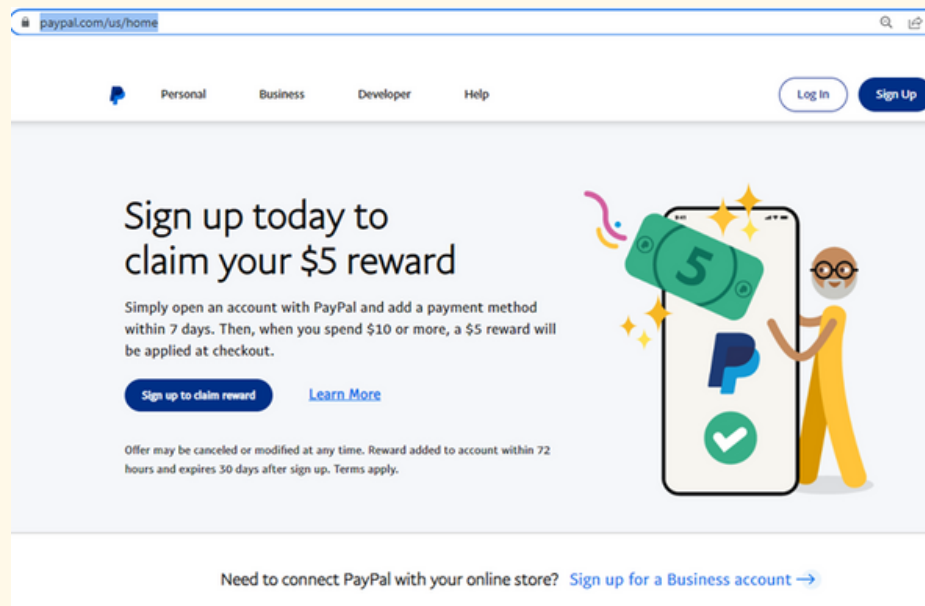
A PAYPAL BUSINESS ACCOUNT MAKES IT FAST AND EASY FOR BUSINESSES JUST GETTING STARTED, AS WELL AS THOSE THAT ARE MORE ESTABLISHED, TO ACCEPT AND PROCESS CREDIT CARD PAYMENTS, DEBIT CARD PAYMENTS, AND MORE IN OVER 25 CURRENCIES AND FROM OVER 200 COUNTRIES.

BEFORE YOU GO TO THE WEBSITE OF PAYPAL (AS GIVEN IN THE URL BELOW) TO CREATE YOUR PAYPAL BUSINESS ACCOUNT, YOU MAY WATCH A VIDEO/TUTORIAL HERE:

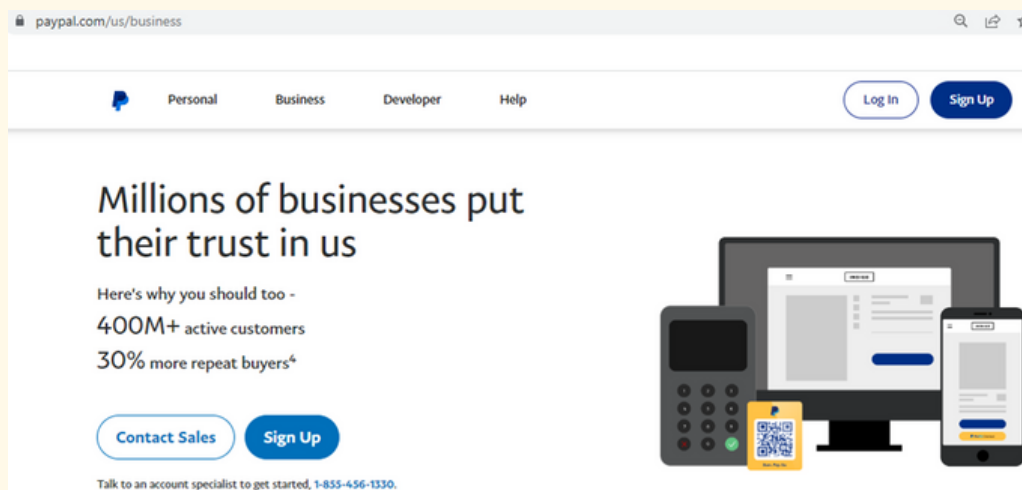
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=JWSK-LQUGE4](https://www.youtube.com/watch?v=JWSK-LQUGE4)




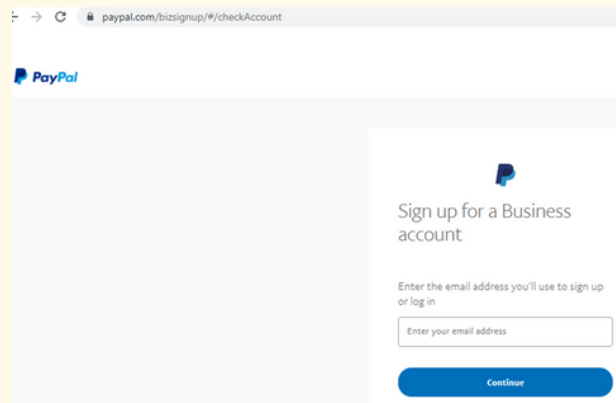
TO CREATE YOUR BUSINESS PAYPAL ACCOUNT, GO TO:  
[HTTPS://WWW.PAYPAL.COM/US/HOME](https://www.paypal.com/us/home)



CLICK ON 'SIGN UP FOR A BUSINESS ACCOUNT '  
BY CLICKING ON "SIGN UP FOR A BUSINESS ACCOUNT' IT TAKES YOU TO:

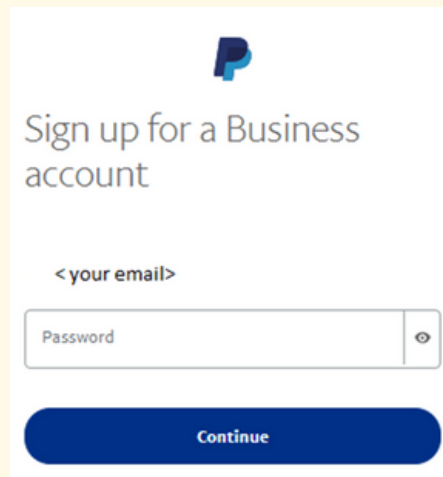


PRESS TO THE BUTTON  WHICH IS NEXT TO 'CONTACT SALES'  
YOU ARE PRESENTED WITH A PROMPT TO GIVE YOUR BUSINESS EMAIL:



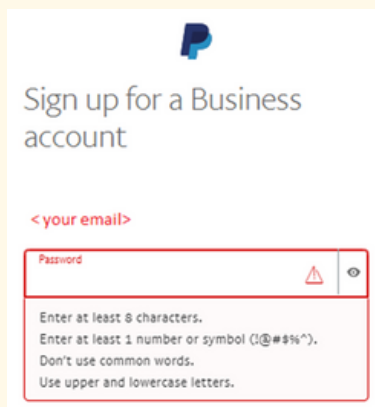
A screenshot of a web browser showing the PayPal business account sign-up page. The URL in the address bar is `paypal.com/bizsignup/#/checkAccount`. The page features the PayPal logo and the heading "Sign up for a Business account". Below the heading, there is a prompt: "Enter the email address you'll use to sign up or log in". A text input field labeled "Enter your email address" is present, followed by a blue "Continue" button.

THEN, ANOTHER PROMPT, TO ENTER A PASSWORD:



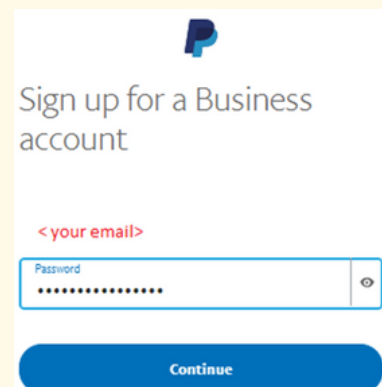
A screenshot of the PayPal business account sign-up page, showing the password input step. The heading "Sign up for a Business account" is at the top. Below it, the email address is displayed as "<your email>". A password input field labeled "Password" is shown with a toggle icon for visibility. A blue "Continue" button is at the bottom.

PAY ATTENTION TO THE GUIDELINES OF PASSWORD:



A screenshot of the PayPal business account sign-up page, showing the password input field with a red border and a warning icon. Below the input field, a list of password guidelines is displayed:

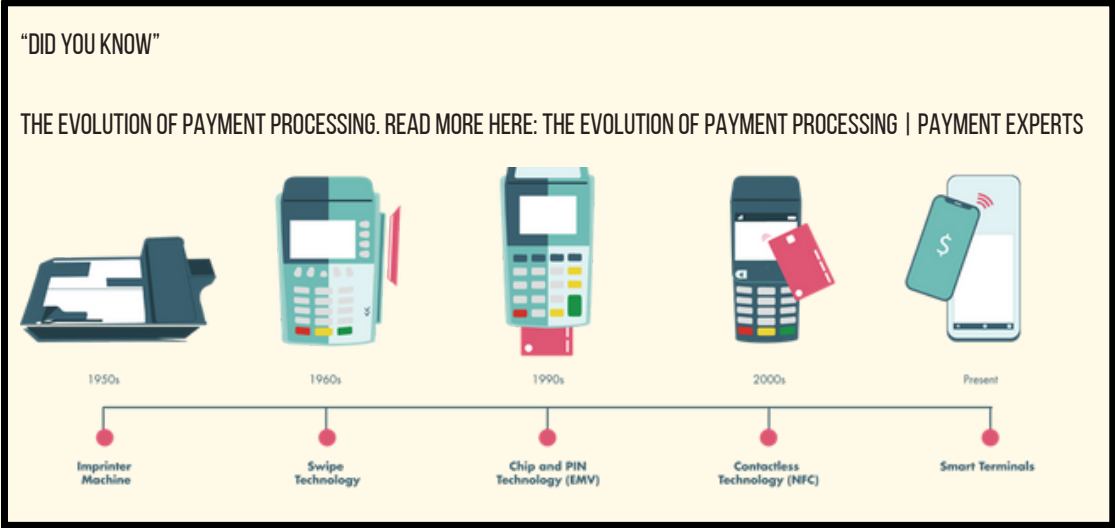
- Enter at least 8 characters.
- Enter at least 1 number or symbol (!@#%^^).
- Don't use common words.
- Use upper and lowercase letters.



A screenshot of the PayPal business account sign-up page, showing the password input field with a blue border. The password is masked with dots. A blue "Continue" button is at the bottom.

ONCE YOU GIVE/CREATED THE PASSWORD, NEXT PROMPT IS TO GIVE THE INFO ON YOUR BUSINESS AS BELOW AND CONTINUE.

The screenshot shows the PayPal business account creation page. The URL in the browser is `paypal.com/bizsignup/#/create`. The page title is "Tell us about your business". Below the title, there is a sub-header: "We'll confirm your information to help keep your account secure." The form is divided into three sections: "Business contact" with fields for "Legal first name" and "Legal last name"; "Business details" with a field for "Legal business name"; and "Business phone number" with a field for "Business phone number".





## PRACTICAL ACTIVITY – SETTING UP A PAYMENT METHOD ON YOUR FACEBOOK PAGE

IN THIS PRACTICAL ACTIVITY WE ARE GOING TO SET A PAYMENT METHOD IN YOUR FACEBOOK BUSINESS PAGE. FOLLOW THE STEPS PROVIDED BELOW.

- GO TO YOUR FACEBOOK BUSINESS PAGE, GO TO “SETTINGS” AND THEN CHOOSE “FACEBOOK PAY”.
- ADD A PAYMENT METHOD
- YOU CAN CHOOSE TO SETUP FACEBOOK PAY ACROSS THE DIFFERENT APPS (WHERE AVAILABLE) — FACEBOOK, MESSENGER, INSTAGRAM, AND WHATSAPP
- WATCH THE FOLLOWING VIDEO TO SEE HOW THIS METHOD WORKS: FACEBOOK APP - FACEBOOK PAY | FACEBOOK

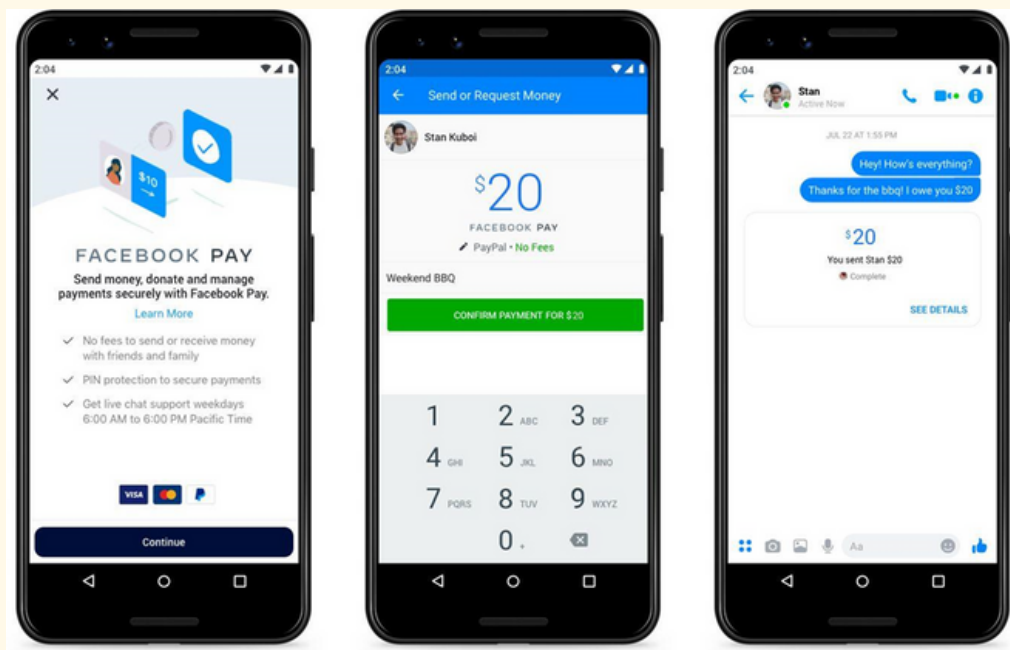


FIG 3. FACEBOOK PAY. SOURCE: HOW YOU CAN RECEIVE PAYMENTS ON A FACEBOOK BUSINESS PAGE

## **WATCH A VIDEO**

SECURITY MEASURES FOR YOUR ECOMMERCE BUSINESS:

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=DCUAIVLFYV8](https://www.youtube.com/watch?v=DCUAIVLFYV8)

TIPS ON ONLINE BANKING PAYMENTS:

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=WWPFBDSKOUO](https://www.youtube.com/watch?v=WWPFBDSKOUO)

## **PRACTICAL ACTIVITY – YOUR ECOMMERCE BUSINESS**

IN A PADLET APP, GIVE THE TITLE OF YOUR DREAM ECOMMERCE BUSINESS. WRITE DOWN IN BULLET POINTS OR IN MORE DETAILS WHAT ARE YOU THINKING /DREAMING TO SELL ONLINE. WHAT PRODUCT OR SERVICES. WHO WILL BE YOUR TARGET GROUP CUSTOMERS? IS THIS ONLINE BUSINESS WILL SELL VIA A CUSTOM WEBSITE -ESHOP OR ARE YOU GOING TO BENEFIT FROM ANY OF THE VARIOUS APPS LIKE FACEBOOK, INSTAGRAM, EBAY, ETSY OR OTHER FOR ECOMMERCE ACTIVITY? WHAT PAYMENT METHOD ARE YOU PLANNING TO OFFER TO YOUR WORLDWIDE CUSTOMERS AND WHY?



## EVALUATION QUIZ

CHOOSE THE CORRECT ANSWERS FOR EACH QUESTION. MORE THAN ONE OPTION CAN BE CORRECT. (CORRECT ANSWERS APPEAR IN BOLD).

E-COMMERCE IS A CHANNEL FOR:

1. **CONSUMERS**
2. **TRADERS**
3. **SUPPLIERS**

SAFETY IN E-COMMERCE IMPLIES:

1. **PROTECTING THE BACK END OF THE WEBSITE**
2. **PROTECTING CUSTOMER DATA**
3. **PROTECTING ONLINE PAYMENTS**

ENCRYPTED DATA IN E-COMMERCE MEANS:

1. **REWRITING DATA FOR THE MEANS OF E-COMMERCE**
2. **CODING DATA TO PROTECT SENSITIVE DATA**
3. **HIDING DATA FROM REVEALING IT TO THIRD PARTIES**

EXAMPLES OF DIGITAL SECURITY INCLUDE:

1. **SSL CERTIFICATES, TRUST SEALS, MALWARE**
2. **TRUST SEALS, PRIVACY POLICIES, PHISHING KITS**
3. **PRIVACY POLICIES, TRUST SEALS, SSL CERTIFICATES**

POPULAR PAYMENT METHODS IN E-COMMERCE INCLUDE:

1. **BANK TRANSFER**
2. **PROVIDING CREDIT CARD DETAILS TO THE SELLER**
3. **CREDIT CARD PAYMENT**

## REFERENCES (WEBSITE LINKS)

- THE DAILY STAR (MARCH 9, 2022). WOMEN TAKE LEAD IN F-COMMERCE. RETRIEVED FROM: WOMEN TAKE LEAD IN F-COMMERCE | THE DAILY STAR
- SECURITY STANDARDS COUNCIL (2022). SECURING THE FUTURE OF PAYMENTS TOGETHER. RETRIEVED FROM: OFFICIAL PCI SECURITY STANDARDS COUNCIL SITE - VERIFY PCI COMPLIANCE, DOWNLOAD DATA SECURITY AND CREDIT CARD SECURITY STANDARDS
- GENERAL DATA PROTECTION REGULATION FULL ORIGINAL VERSION OF GDPR IN ENGLISH (OTHER LANGUAGE VERSIONS AVAILABLE HERE)
- EUROPEAN COMMISSION – PROTECTION OF PERSONAL DATA
- EUROPEAN COMMISSION – REFORM OF EU DATA PROTECTION RULES
- EUROPEAN COMMISSION – DATA PROTECTION REFORM FOR SMALL BUSINESSES
- UNCTAD (MAY 03, 2021). GLOBAL E-COMMERCE JUMPS TO \$26.7 TRILLION, COVID-19 BOOSTS ONLINE SALES. RETRIEVED FROM: [HTTPS://UNCTAD.ORG/NEWS/GLOBAL-E-COMMERCE-JUMPS-267-TRILLION-COVID-19-BOOSTS-ONLINE-SALES](https://unctad.org/news/global-e-commerce-jumps-267-trillion-covid-19-boosts-online-sales)

## REFERENCES (PAPERS/BOOKS)

- HUANG, R.H., LIU, D.J., ZHU, L.X., CHEN, H.Y., YANG, J.F., TLILI, A., FANG, H.G., WANG, S.F. (2020). PERSONAL DATA AND PRIVACY PROTECTION IN ONLINE LEARNING: GUIDANCE FOR STUDENTS, TEACHERS AND PARENTS. BEIJING: SMART LEARNING INSTITUTE OF BEIJING NORMAL UNIVERSITY.
- PCI SECURITY STANDARDS COUNCIL (APRIL, 2017). INFORMATION SUPPLEMENT: BEST PRACTICES FOR SECURING E-COMMERCE. RETRIEVED FROM: [HTTPS://WWW.PCISECURITYSTANDARDS.ORG/PDFS/BEST\\_PRACTICES\\_SECURING\\_ECOMMERCE.PDF](https://www.pcisecuritystandards.org/pdfs/best_practices_securing_ecommerce.pdf)
- ZOTT, C., AMIT, R., & DONLEVY, J. (2000). STRATEGIES FOR VALUE CREATION IN E-COMMERCE:: BEST PRACTICE IN EUROPE. EUROPEAN MANAGEMENT JOURNAL, 18(5), 463-475.

# MODULE 6: CULTURE AND CREATIVITY MARKETS

## UNIT 1 - HOW TO ANALYSE THE MARKET CONTEXT AT A LOCAL LEVEL

MARKET RESEARCH IS A PROCESS OF GATHERING INFORMATION ABOUT CUSTOMERS OR POTENTIAL BUYERS AND THE MARKET ITSELF, IN ORDER TO BETTER UNDERSTAND POTENTIAL CUSTOMERS, THEIR REACTION TO A PRODUCT OR SERVICE LAUNCHED ACCORDING TO THEIR NEEDS AND EXPECTATIONS, AND HOW THE PRODUCT/SERVICE PERFORMS COMPARED TO COMPETITORS. THANKS TO MARKET ANALYSIS, COMPANIES AND ENTREPRENEURS RECEIVE INFORMATION AND SUGGESTIONS TO ADJUST, IMPROVE AND ADAPT THEIR OFFER TO THE MARKET DEMAND OF THE TARGET GROUP.

THE SAME PRINCIPLES THAT APPLY TO COMMERCIAL COMPANIES APPLY TO FREELANCERS AND BEGINNERS. TO UNDERSTAND THE MARKET AND CUSTOMERS, BEGINNERS NEED TO START THINKING OF THEMSELVES AS A BUSINESS.

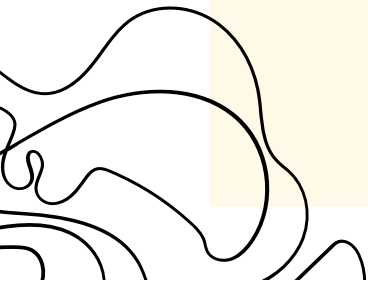


IN GENERAL, TWO TYPES OF MARKET RESEARCH CAN BE CARRIED OUT:

- **PRIMARY RESEARCH**, AIMED AT CREATING PERSONAS FOR YOUR CUSTOMERS AND LEARN MORE ABOUT THE TARGET SEGMENT OF THE MARKET
- **SECONDARY RESEARCH**, WHICH IS CONDUCT WITH DATA FROM EXTERNAL SOURCES AS REPORTS, PUBLIC RESEARCH, DATABASES, ... AND CAN GIVE A GENERAL UNDERSTANDING OF A MARKET OR SEGMENT OF IT.

WHICH KIND OF INFORMATION CAN BE OBTAINED FROM A MARKET ANALYSIS?

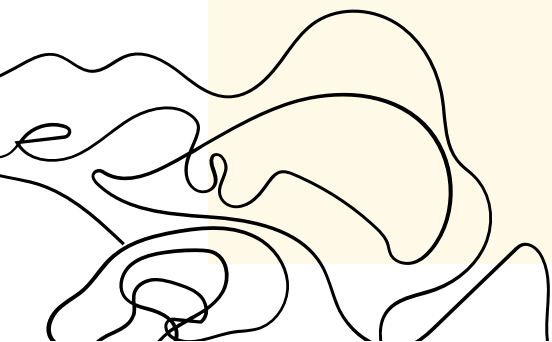
- PEOPLE'S ATTITUDE TOWARDS A SPECIFIC ASPECT, PRODUCT, SERVICE, BRAND
- TREND OF THE INDUSTRY
- CHALLENGES AND BARRIERS OF A CERTAIN INDUSTRY
- WHERE AND ON WHICH CHANNELS CUSTOMERS BUY OR LOOK FOR INFORMATION AND OPINIONS
- WHICH ASPECTS INFLUENCE THE DECISION-MAKING AND PURCHASING PROCESS
- PRICING
- WAYS TO BUILD A RELATIONSHIP WITH YOUR CUSTOMERS



## HOW TO START A MARKETING RESEARCH?

IN ORDER TO START COLLECTING THESE PIECES OF INFORMATION TO BUILD THE OFFER, A BUSINESS OWNER, BEING IT A FREELANCER OR A MULTINATIONAL COMPANY, NEEDS TO ASK AND FIND AN ANSWER TO THESE CRUCIAL QUESTIONS:

- WHO ARE THE CUSTOMERS/CLIENTS OF MY OFFER? WHAT NEEDS, PREFERENCES AND EXPECTATION THEY HAVE?
- WHERE DO THEY BUY?
- WHO ARE THE MAIN COMPETITORS?
- HOW DO MY CUSTOMERS FEEL ABOUT ASPECTS AS PRICE, PROMOTION, PACKAGING? WHAT DO THEY VALUE THE MOST?
- HOW COULD BE MY PRODUCT/SERVICE IMPROVED TO MEET EXPECTATIONS OF THE CUSTOMER?



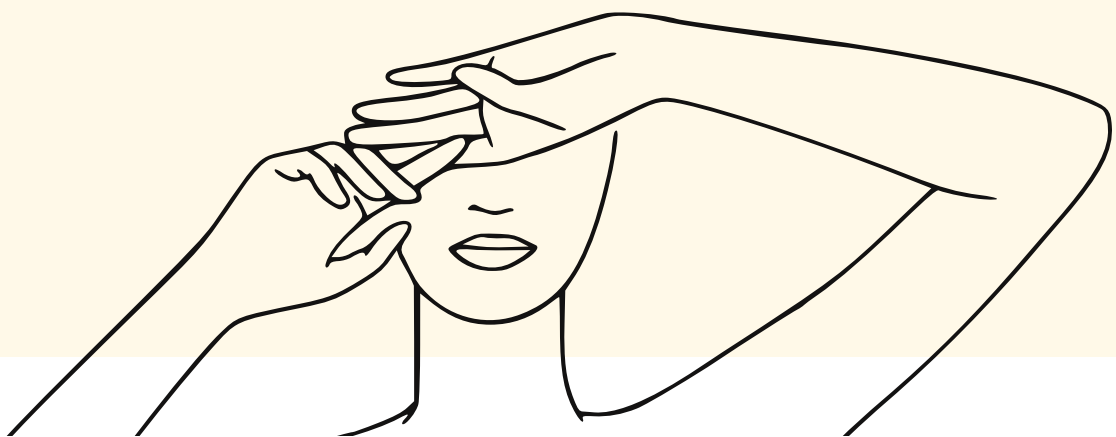


THE MAIN ASPECTS TO CONSIDER WHEN CONDUCTING A LOCAL MARKET ANALYSIS ARE THEREFORE:

1. MARKET AREA, MEANING WHERE THE CUSTOMERS BUY THE PRODUCT. THERE ARE DIFFERENT FACTORS INFLUENCING THIS DIMENSION: THE TYPE OF PRODUCTS, THE CHANNELS ADOPTED TO SELL, THE PRESENCE OF COMPETITORS.
2. CUSTOMER, WHO BUYS THE PRODUCT. BUILDING THE PROFILE OF THE IDEAL CUSTOMER, OR BUYING PERSONA, HELPS IN CREATING A MORE TAILORED OFFER, UNDERSTAND THE MARKET AND THE POTENTIAL FOR SELLING.
3. COMPETITORS IN YOUR MARKET AREA, AND IF THEY HAVE SUCCESSFUL PRACTICES.

THE FIRST THING TO CONDUCT A MARKET ANALYSIS IS TO BUILD A **PLAN**, UNDERSTANDING FIRST FOR WHICH **OBJECTIVES** THE RESEARCH IS CARRIED ON: DOES IT HAVE THE AIM OF IDENTIFYING AND KNOW MORE THE IDEAL CUSTOMER? OR TO FIND OUT MORE ABOUT COMPETITORS?

HAVING A CLEAR PLAN AND OBJECTIVE IN MIND HELP YOU STRUCTURE A VALID AND SUCCESSFUL MARKETING RESEARCH, WHICH FOCUSES ON THE NEEDED DATA.



WHEN THE OBJECTIVES ARE CLEAR, IT IS TIME TO DEFINE HOW THE ANALYSIS WILL BE CONDUCTED, MEANING THE RESEARCH **STRATEGY** WITH A CLEAR PLAN OF ACTION, STATING HOW THE INFORMATION WILL BE COLLECTED AND ANALYSED, THE INSTRUMENTS (SURVEYS ONLINE, FOCUS GROUP, DISCUSSION ON SOCIAL MEDIA, SECONDARY SOURCES AS PUBLICATION AND REPORTS, ... ), THE TIMING AND RESOURCES FOR THE RESEARCH. THE CHOICE OF THE SAMPLE IS STRONGLY CONNECTED.

AFTER THE COLLECTION, DATA MUST BE ANALYSED AND INTERPRETED IN LIGHT OF THE SET OBJECTIVES, SO AS TO DRAW CONCLUSIONS AND IDENTIFY MEANINGFUL INSIGHTS.

THE FINAL STAGE OF THE RESEARCH INVOLVES UNDERSTANDING HOW THIS PIECES OF INFORMATION CAN APPLY TO THE BUSINESS, FOR EXAMPLE IN TERMS OF IMPROVEMENT OF THE PRODUCT AND CUSTOMER SATISFACTION.

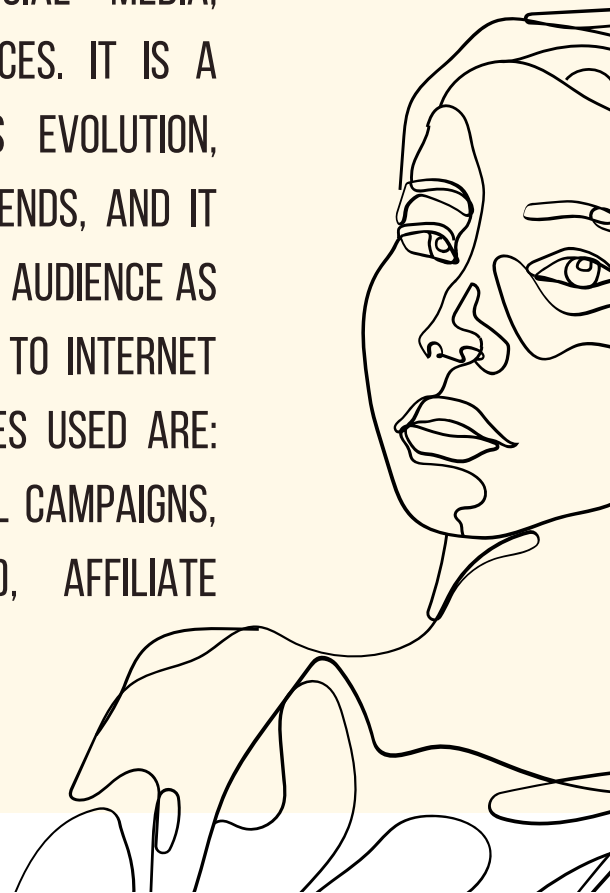


# UNIT 2 - TRANSITION FROM TRADITIONAL PRINT MEDIA TO DIGITAL

IN ORDER TO UNDERSTAND THE TRANSITION FROM TRADITIONAL PRINT MEDIA TO DIGITAL ONE THAT IS HAPPENING IN THE LAST YEARS, IT IS ESSENTIAL TO DEFINE FIRSTLY WHAT THEY ARE, THEIR DIFFERENCES AND SIMILARITIES.

TRADITIONAL MARKETING USES OFFLINE INSTRUMENTS AS MEDIA, TV AND RADIO, MAGAZINES AND NEWSPAPERS, DIRECT MAIL AND TELEPHONE, BILLBOARDS AND FLYERS, TO ADVERTISE AND PROMOTE PRODUCTS AND SERVICES.

ON THE OTHER HAND, DIGITAL MEDIA ADVERTISES PRODUCTS AND SERVICES THROUGH ONLINE CHANNELS, AS SOFTWARES, WEBSITES AND SOCIAL MEDIA, PROMOTING THROUGH ELECTRONIC DEVICES. IT IS A MARKETING STRATEGY IN CONTINUOUS EVOLUTION, FOLLOWING NEW TECHNOLOGIES AND TRENDS, AND IT HAS THE CAPACITY OF REACHING A WIDER AUDIENCE AS MORE AND MORE PEOPLE HAVE ACCESS TO INTERNET AND SOCIAL MEDIA. COMMON TECHNIQUES USED ARE: CONTENTS AND ADS ON WEBSITES, EMAIL CAMPAIGNS, SEO (SEARCH ENGINE OPTIMISATION), AFFILIATE MARKETING.

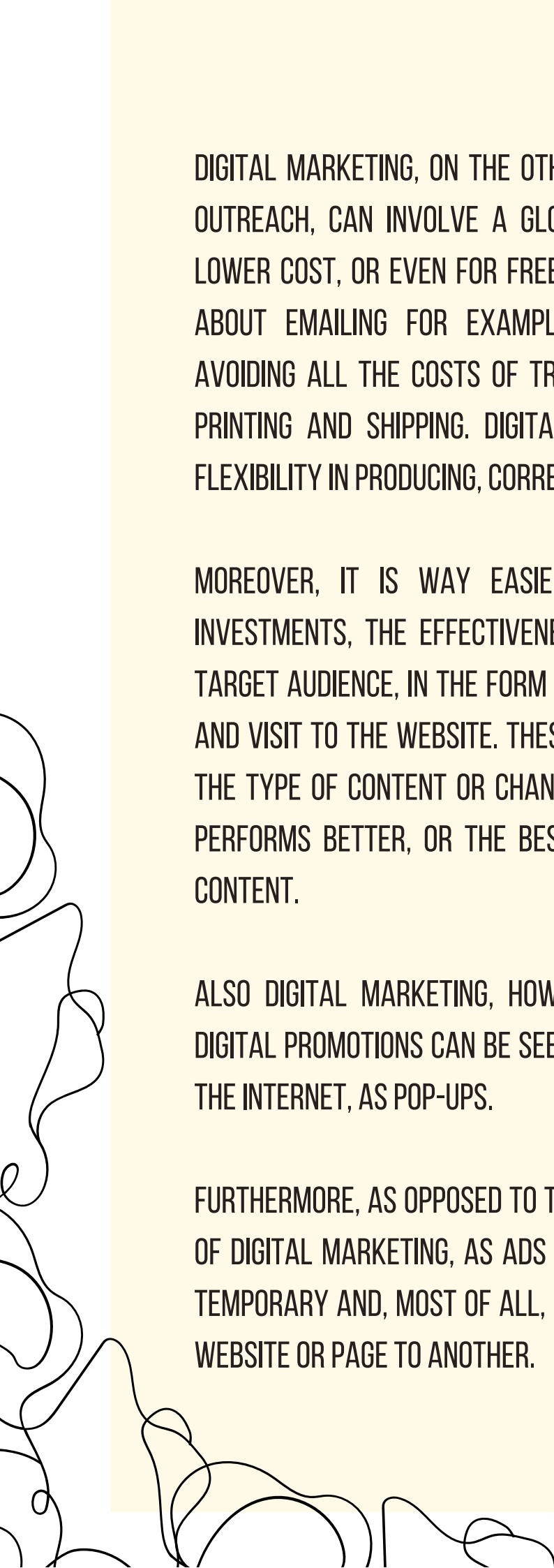


## BUT WHEN WAS DIGITAL MARKETING BORN?

THE DEFINITION WAS FIRSTLY USED IN THE 1990S, AND IT STARTED DIFFUSING IN CONNECTION WITH THE EVOLUTION ON THE WEB AT THE POINT IN WHICH USERS COULD ALSO UPLOAD THEIR CONTENT ON THE INTERNET BESIDES ONLY LOOKING FOR INFORMATION. THE FIRST CLICKABLE BANNER WAS CREATED IN THE FIRST HALF OF THE 90S, AND IN THE SAME YEARS YAHOO WAS CREATED, WHILE IN 1997 THE FIRST SOCIAL MEDIA (SIXDEGREES.COM) WAS LAUNCHED.

THE NATURE OF THE TWO MARKETING EXPERIENCES ARE INTRINSICALLY DIFFERENT, THE TRADITIONAL ONE BEING MORE STATIC AND WITH A LOW POTENTIAL OF ENGAGEMENT, THE DIGITAL ONE ALLOWING A HIGHER RATE OF INTERACTION AND A MORE DYNAMIC EXPERIENCE, AND A TWO-WAY COMMUNICATION.

EVEN IF THE DIGITAL PROGRESS FOSTERED THE TRANSITION FROM TRADITIONAL TO DIGITAL MARKETING, THERE ARE STILL COMPANIES MAKING EXTENSIVE USE OF TRADITIONAL METHODS. THE CHOICE VARIES ACCORDING TO DIFFERENT FACTORS, THE FIRST ONE BEING THE TARGET AUDIENCE THE ADVERTISEMENT WANTS TO REACH. IF FOR EXAMPLE THE TARGET AUDIENCE IS MOSTLY MADE OF ELDERLY PEOPLE, THEN RESEARCH SHOW THAT TRADITIONAL MEANS WORK BETTER THAN DIGITAL ONES. THE SAME HAPPENS IF THE PROMOTION IS RUN BY A SMALL LOCAL BUSINESS: TRADITIONAL MARKETING WITH FLYERS AND OFFLINE CONTACT HAS BETTER RESULTS IF THE AIM IS TO INVOLVE PEOPLE AT LOCAL LEVEL.



DIGITAL MARKETING, ON THE OTHER HAND, THANKS TO ITS GREATER OUTREACH, CAN INVOLVE A GLOBAL AUDIENCE, FASTER AND AT A LOWER COST, OR EVEN FOR FREE IN MANY PLATFORMS (LET'S THINK ABOUT EMAILING FOR EXAMPLE, OR SOCIAL MEDIA ACCOUNTS), AVOIDING ALL THE COSTS OF TRADITIONAL MARKETING RELATED TO PRINTING AND SHIPPING. DIGITAL MARKETING ALLOWS A GREATER FLEXIBILITY IN PRODUCING, CORRECTING AND UPDATING MATERIALS.

MOREOVER, IT IS WAY EASIER TO MEASURE THE RETURN ON INVESTMENTS, THE EFFECTIVENESS AND THE ENGAGEMENT OF THE TARGET AUDIENCE, IN THE FORM OF SOCIAL MEDIA FOLLOWERS, CLICK AND VISIT TO THE WEBSITE. THESE DATA ALLOW TO GET INSIGHTS ON THE TYPE OF CONTENT OR CHANNEL WHICH IS MOST EFFECTIVE AND PERFORMS BETTER, OR THE BEST TIME OF THE DAY TO PUBLISH A CONTENT.

ALSO DIGITAL MARKETING, HOWEVER, HAS ITS DOWNSIDES. FIRST, DIGITAL PROMOTIONS CAN BE SEEN AS ANNOYING AND WHILE SURFING THE INTERNET, AS POP-UPS.

FURTHERMORE, AS OPPOSED TO TRADITIONAL MARKETING, THE FORMS OF DIGITAL MARKETING, AS ADS ON SOCIAL MEDIA OR BANNERS, ARE TEMPORARY AND, MOST OF ALL, CAN BE NEGLECTED GOING FROM ONE WEBSITE OR PAGE TO ANOTHER.

THE TRANSITION FROM PRINTED MARKETING TO DIGITAL ONE IS GOING ON FOR YEARS, AND WILL PROGRESS IN THE FUTURE WITH THE EVOLUTION OF TECHNOLOGIES. THE COVID19 PANDEMIC PUT ON DISPLAY THE NEED AND REQUEST FOR DIGITAL CONTENT MORE THAN EVER. THIS TENDENCY WILL INFLUENCE NOT ONLY THE WAY IN WHICH BUSINESS WILL PROMOTE THEIR PRODUCTS AND SERVICES, BUT AS WELL HOW ENTITIES AND INSTITUTIONS AS UNIVERSITIES, NON-PROFIT ORGANISATIONS, PUBLIC ADMINISTRATIONS WILL COMMUNICATE.



## EXERCISE

MATCH THE TERMS WHICH BELONG TO TRADITIONAL MARKETING AND DIGITAL MARKETING

DIGITAL MARKETING	TRADITIONAL MARKETING
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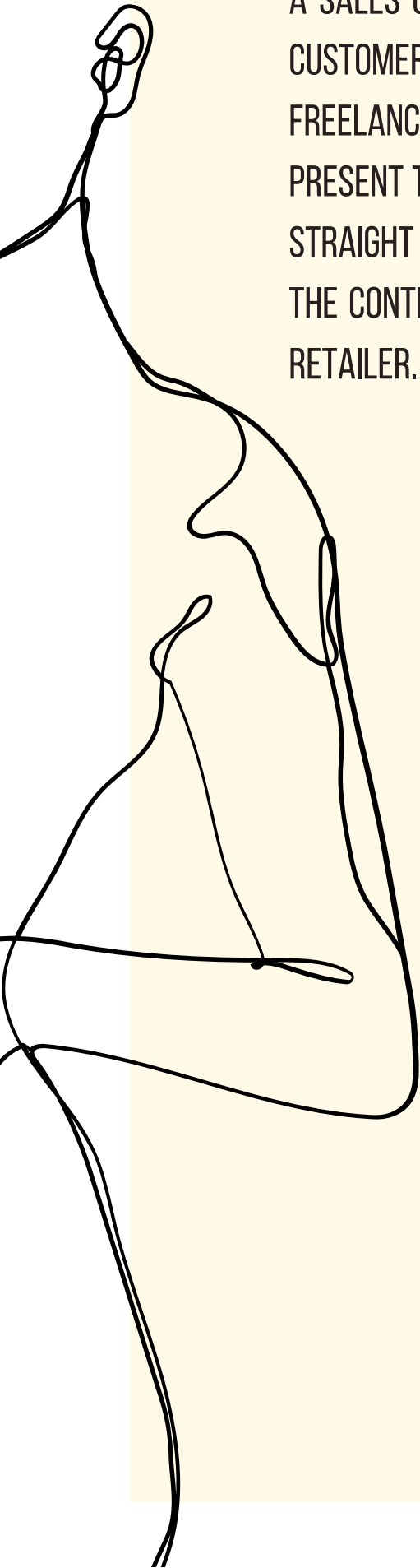
### TERMS:

SOCIAL MEDIA, EMAIL MARKETING, PRINT MEDIA, SEM, SEO, TV, BILLBOARDS, STANDARDIZED TARGETING OF CUSTOMERS, CUSTOMIZED TARGETING OF CUSTOMERS, MORE EXPENSIVE, LESS EXPENSIVE, HARD TO MEASURE, MEASURABLE, FLEXIBLE, PERMANENT,

## UNIT 3 - HOW TO START A SALES CHANNEL

A SALES CHANNEL CAN BE DEFINED AS A TOUCHPOINT BETWEEN THE CUSTOMERS AND THE SELLER. THROUGH SALES CHANNELS, FREELANCER AND COMPANIES CAN REACH THEIR CUSTOMERS AND PRESENT THEIR OFFER. THESE CHANNELS CAN BE DIRECT, IF THERE IS A STRAIGHT CONTACT BETWEEN BUYER AND SELLER, OR INDIRECT, IF ON THE CONTRARY THERE IS AN INTERMEDIATION OF A THIRD PART, AS A RETAILER.

EACH CHANNEL HAS SPECIFIC CHARACTERISTICS, ADVANTAGES AND DOWNSIDES, AND THEY DO NOT GET TO THE SAME TARGET AUDIENCE. WHEN STARTING A BUSINESS, OR WHEN TRYING TO REACH A WIDER AUDIENCE, BEFORE CHOOSING THE APPROPRIATE CHANNEL(S) IT IS NECESSARY THAT THE MAIN FEATURES OF THE PRODUCT AND BUSINESS MODEL ARE SET AND CLEAR: THE TYPE OF PRODUCT TO SELL, WHO THE CUSTOMERS ARE (IN TERMS OF AGE AND DEMOGRAPHY, HABITS, PREFERENCES, ...). THIS ANALYSIS IS FUNDAMENTAL BOTH FOR THE CHOICE OF A PHYSICAL SHOP, WHEN THE LOCATION IS KEY TO ATTRACT CLIENTS, AND FOR E-COMMERCE.



WITH THE DEVELOPMENT OF THE DIGITAL AGE, THOSE WHO SELL A PHYSICAL PRODUCT ARE SOMETIMES TAKING ADVANTAGE ALSO OF ONLINE CHANNELS, TO REACH A TARGET AUDIENCE WHICH GOES BEYOND THE AREA COVERED BY A PHYSICAL SELLING POINT.

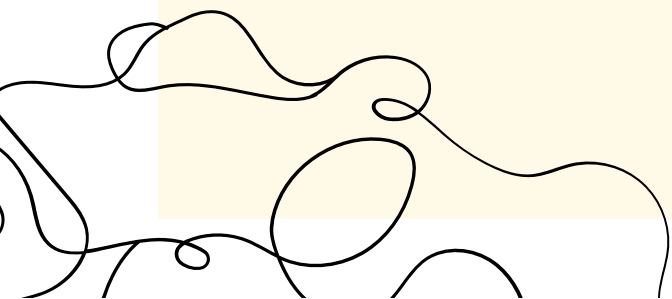
EXPLOITING AN ONLINE SALES CHANNEL WILL BENEFIT FIRST OF ALL IN TERMS OF A WIDER REACH: RESEARCH SHOWS THAT BUYING ONLINE IS AN INCREASING TREND, ESPECIALLY AMONG YOUNGER GENERATIONS, AND SELLING ONLINE REPRESENTS THEREFORE AN OPPORTUNITY OF GROWTH. MOREOVER, STARTUP AND MANAGEMENT COSTS ARE LOWER THAN THE ONES OF A PHYSICAL SHOP, AND ESPECIALLY IN THE INITIAL PHASE IT CAN CONSTITUTE A STARTING POINT WITHOUT THE RISKS CONNECTED TO A PHYSICAL STORE. ANOTHER CRUCIAL ELEMENT IS THE DIRECT CLIENT INTERACTION THAT CAN BE ESTABLISHED, WHICH REPRESENTS A KEY ELEMENT ESPECIALLY AT THE BEGINNING OF THE ACTIVITY. POSITIVE FEEDBACK WILL INFLUENCE NEW CUSTOMERS, WHILE NEGATIVE ONES GIVE SUGGESTIONS FOR IMPROVEMENT.

WHEN RUNNING A BUSINESS ONLINE, THE GOAL IS NOT ONLY TO ATTRACT PEOPLE, SO THEY VISIT YOUR MARKETPLACE OR WEBSITE, BUT TO INVITE THEM TO BUY YOUR PRODUCT. IN ORDER TO TURN THEM INTO CUSTOMERS, IT IS ESSENTIAL TO PAY ATTENTION TO SOME DIMENSIONS:





- **UNDERSTAND WHAT CUSTOMERS ARE LOOKING FOR.** IN THIS SENSE, THE INTERACTION AND CONTACT WITH CUSTOMERS IS FUNDAMENTAL, AS THROUGH FEEDBACK IT IS POSSIBLE TO IMPROVE THE PRODUCT AND THE SERVICES OFFERED. CONTACTING BUYERS BOTH ONLINE AND OFFLINE, ASKING AND EXCHANGING FOR FEEDBACK AND SUGGESTIONS IS THE KEY TO DEVELOP A SUCCESSFUL AND RESPONDENT BUSINESS. OBSERVING AND MONITORING THEIR PREFERENCES IS ANOTHER WAY OF UNDERSTANDING WHAT THE CUSTOMERS WANT, WHAT PRODUCT THEY PREFER, ... YOU COULD ALSO LOOK AT WHAT COMPETITORS AND OTHER SELLERS ARE DOING SUCCESSFULLY AND IS APPRECIATED BY CUSTOMERS, SO TO IMPLEMENT IN YOUR OWN BUSINESS.
- **KEEP IT PROFESSIONAL.** PAY ATTENTION TO THE GRAPHIC AND THE ORDER IN YOUR WEBSITE, PLATFORM OR MARKETPLACE, MAKE SURE THE CUSTOMERS HAVE ALL THE NEEDED INFORMATION, REMEMBER KEEP EVERYTHING UP-TO-DATE.
- **INCLUDE A CLEAR »CALL TO ACTION«.** IF YOU WANT YOUR CUSTOMERS TO BUY, SUBSCRIBE TO A NEWSLETTER OR FOLLOW YOU ON SOCIAL MEDIA, WRITE IT CLEARLY AND INVITE THEM FOR THE DESIRED ACTION.
- **EXPLAIN HOW TO BUY.** SHARE CLEARLY DIMENSIONS OF THE PRODUCT, PAYMENT METHODS, DELIVERY TIMES, SHIPMENT AND REFUND POLICY.

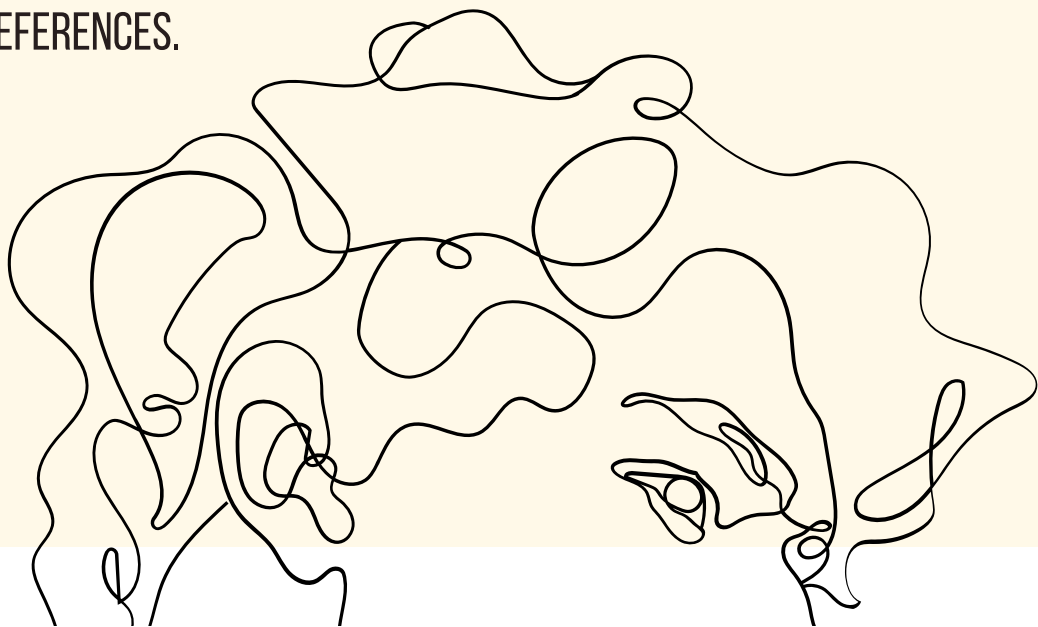


FREELANCER AND BUSINESS OWNERS ARE SOMETIMES AFRAID TO START SELLING ONLINE, WORRYING ABOUT THEIR LACK OF COMPETENCES AND ICT SKILLS, BUT TODAY VARIOUS RESOURCES ARE AT DISPOSAL FOR FREE OR AT A LOW COST EVEN WITHOUT KNOWING HOW TO CODE. THE CHOICE OF THE CORRECT PLATFORM HERE IS FUNDAMENTAL, TO AVOID PAYING EXTRA COSTS AND TO BE AWARE OF THE POSSIBILITY AND LIMITATIONS OF FREE OR LOW COST VERSIONS. WHEN CHOOSING YOUR PLATFORM, PAY ATTENTION TO FACTORS AS FEATURES AVAILABLE, WEBSITE LOAD SPEED, DATA SECURITY, PAYMENT METHODS ACCEPTED, ...

OTHER DIMENSIONS TO KEEP IN MIND:

### **PROMOTION OF THE ONLINE STORE**

OFTEN, A MULTIDIMENSIONAL APPROACH IS ADVISABLE, WITH DIFFERENT INSTRUMENTS AS SOCIAL MEDIA, NEWSLETTERS, PAID ADVERTISING, SEARCH ENGINE OPTIMIZATION. SOCIAL MEDIA AS FACEBOOK, INSTAGRAM AND PINTEREST ALLOW TO UPLOAD PHOTOS, DESCRIPTIONS AND INFORMATION. THERE IS NO NEED TO USE ALL OF THEM, THE CHOICE SHOULD BE MADE ON THE TARGET GROUPS AND ON THEIR HABITS AND PREFERENCES.



IF YOUR SOCIAL MEDIA CHANNEL ALREADY HAVE A SOLID BASE OF FOLLOWER, USE ITS POWER! OTHERWISE, THE TIME SPENT ON UPDATING AND MAINTAINING YOUR SOCIAL MEDIA CHANNELS IS AN INVESTMENT FOR THE GROWTH OF YOUR BUSINESS. YOU CAN INCREASE THE FREQUENCY OF THE POSTS, INVEST ON THE GRAPHICS YOU PUBLISH. ACCORDING TO THE NATURE OF YOUR PRODUCT, SHORT AND ENGAGING VIDEOS CAN FOSTER THE ENGAGEMENT OF CUSTOMERS. SOCIAL MEDIA ALLOW IMMEDIATE INTERACTION, INVOLVEMENT AND BRAND AWARENESS.

NEWSLETTERS CAN BE USED TO INFORM ABOUT NEW RELEASES, PRODUCT CATEGORIES AND SALES, CONTANING FUN AND ENGAGING INFORMATION.

**TIP:** YOU CAN USE CANVA ([WWW.CANVA.COM](http://WWW.CANVA.COM)) TO CREATE GRAPHICS, POSTERS AND POSTS FOR YOUR SOCIAL MEDIA.

USE MAILCHIMP ([WWW.MAILCHIMP.COM](http://WWW.MAILCHIMP.COM)) TO SEND CREATIVE AND FUN NEWSLETTERS.

## **SHIPPING METHODS**

IN ECOMMERCE, SHIPPING IS AT THE CORE OF THE OFFER. HAVING A STRUCTURED SHIPPING STRATEGY REQUIRES PROVIDING CUSTOMERS WITH CHEAP AND FAST SHIPPING METHODS. HAVING A GOOD SHIPPING IS NOT MADE OF COUNTLESS OPTIONS, BUT ON A COMBINATION OF OPTIONS, CUSTOMERS' NEEDS AND EXPECTATIONS.

THERE ARE DIFFERENT TYPES OF SHIPPING:

- **FREE SHIPPING**

FREE SHIPPING HAS A LOT OF BENEFITS FOR THE CUSTOMERS, AND WILL INCREASE THE PURCHASING IN YOUR ONLINE SHOP, BUT THE COSTS NEED TO BE ABSORBED. THE IDEA IS TO KEEP SHIPPING COSTS AS LOW AS POSSIBLE, BUT ESPECIALLY AT THE BEGINNING OF YOUR BUSINESS PROVIDING FREE SHIPPING CAN BE TOO EXPENSIVE AND NOT SUSTAINABLE FOR THE ACTIVITY TO GROW.

- **FLAT-RATE SHIPPING**

IN THIS CASE, THE COST OF THE SHIPPING IS NOT CHANGING ACCORDING TO DIMENSIONS, WEIGHT OR SIZE OF THE PRODUCT. SO THE CUSTOMERS PAY A SINGLE PRICE NO MATTER WHAT THEY BUY, AND THAT ENSURES CLARITY AND TRANSPARENCY DURING THE PURCHASING PROCESS.

- **REAL-TIME RATES**

REAL-TIME RATES CORRESPOND EXACTLY TO THE COSTS THAT THE CARRIERS CHARGE TO THE BUSINESS OWNER. THE COST CHANGES ACCORDING TO SIZE, DIMENSIONS, WEIGHT, SHIPPING DESTINATIONS. IT IS ESSENTIAL TO STATE CLEARLY THE SHIPPING COSTS TO THE CUSTOMERS AT THE CHECK-OUT.



## WHERE CAN YOU SELL YOUR PRODUCTS ONLINE?

WHEN PUTTING PRODUCTS OUT FOR SALE, A SELLER CAN CHOOSE IF TO USE OWN PLATFORMS OR EXTERNAL WEBSITES AND MARKETPLACES. HAVING ONLY YOUR OWN ECOMMERCE WEBSITE OR SOCIAL MEDIA AS THE MAIN CHANNEL FOR SELLING IS AN OPTION, BUT IT WILL MOST PROBABLY NOT GIVE ENOUGH VISIBILITY TO CREATE STABLE FLOWS. USUALLY, IT IS ADVISABLE TO CREATE A MIX OF CHANNELS, TO CREATE A COMPREHENSIVE SHOWCASE OF THE OFFER, BUT EVERYTHING DEPENDS ON THE TYPE OF PRODUCT.

# facebook

FACEBOOK SHOPS: IT ALLOWS TO CREATE A PERSONALISED ONLINE STORE ACCESSIBLE THROUGH FACEBOOK AND INSTAGRAM, SHOWCASING A COLLECTION OF PRODUCTS THAT CAN BE EXPLORED, BROWSED AND BOUGHT BY CUSTOMERS. THE GRAPHIC AND DESIGN OF THE SHOP CAN BE CHANGED AND CUSTOMISED. IN SHOPS, FOR EACH PRODUCT IT IS POSSIBLE TO SPECIFY ALL THE DETAILS AS PRICE, MODE OF PURCHASE, ... AND TO MANAGE THE PROCESS FROM BOOKING TO SHIPMENT.

MARKETPLACE GIVES THE OPPORTUNITY TO SHOP AND SELL ITEMS. SPECIFICALLY, THROUGH MARKETPLACE SELLERS CAN SHOW THEIR ITEMS WITH THE CORRESPONDENT PRICE. CUSTOMERS CAN ALSO DIRECTLY CONTACT THE SELLER TO GET INFORMATION OR NEGOTIATE ON THE PRODUCT.





INSTAGRAM IS ONE OF THE MOST USED APP IN THE WORLD, WITH A HUGE NUMBER OF USERS, AND CAN HELP SHARE THE PRODUCTS TO A WIDE PUBLIC.

SELLING ON INSTAGRAM REQUIRES A FACEBOOK SHOP AND AN INSTAGRAM BUSINESS PROFILE, WHICH HAS TO BE CONNECTED WITH A FACEBOOK BUSINESS PAGE. ONCE YOUR INSTAGRAM PROFILE IS APPROVED FOR SHOPPING, THEN IT IS POSSIBLE TO TAG AND HIGHLIGHT PRODUCTS IN EACH POST, INSTEAD OF PUTTING THE LINK IN THE DESCRIPTION OF THE POST. WHEN SELLING ON INSTAGRAM, THE PICTURE IS THE LINCHPIN, SO IT IS NECESSARY TO INVEST TIME IN CREATING A COMPELLING AND ENGAGING GRAPHIC, USING AS WELL STICKERS AND OTHER INSTAGRAM ELEMENTS.

**TIP:** TRY TO DEVELOP YOUR OWN AESTHETIC, WITH A STYLE AND COLOUR PALETTE, SO TO GIVE CONSISTENCY TO YOUR POSTS. PAY ATTENTION TO THE USE OF RELEVANT HASHTAGS!



# Etsy

ETSY IS WELL-KNOWN MARKETPLACE FOR HAND CRAFTERS AND ARTISTS. ACCORDING TO SURVEYS AND RESEARCH, CERTAIN PRODUCTS AS ART, JEWELLERY AND HOME AND LIVING PERFORM BETTER ON ETSY. AS MORE AND MORE SMALL BUSINESSES AND ARTISANS SELL ON ETSY, IT IS RECOGNISE AS A MARKETPLACE WHERE TO FIND UNIQUE ITEMS AND PURCHASE FROM SMALL AND LOCAL BUSINESS.

SETTING UP AN ACCOUNT AND A STOREFRONT ON ETSY IS SIMPLE, AND REQUIRES JUST A LITTLE PERSONALISATION. AS FOR INSTAGRAM, VISUAL ELEMENTS ARE ONE OF THE MOST IMPORTANT FACTORS, SO INVEST SOME TIME ON PHOTOGRAPHY. EVEN IF CREATING AN ACCOUNT IS FREE, ETSY HAS SOME LIMITATIONS AND CHARGES FEES BOTH ON TRANSACTIONS.

## **CASE STUDY: SELLING ON ETSY/ HOW TO KICKSTART YOUR ETSY STORE WITH JESS VAN DEN**

LISTEN TO A PODCAST EPISODE ON JESS VAN DEN'S STORY, WHO STARTED MAKING AND SELLING JEWELLERY AS A HOBBY IN 2008, TURNING IT IN A FULL-TIME BUSINESS IN 2010.

[HTTPS://WWW.JEWELLERSACADEMY.COM/BLOG/2021/SELLING-ON-ETSY-HOW-TO-KICKSTART-YOUR-ETSY-STORE](https://www.jewellersacademy.com/blog/2021/selling-on-etsy-how-to-kickstart-your-etsy-store)



EBAY IS A BUSINESS WITH OPERATIONS IN ABOUT 32 COUNTRIES. THE COMPANY MANAGES THE EBAY WEBSITE, AN ONLINE AUCTION AND SHOPPING WEBSITE. THE WEBSITE IS FREE FOR BUYERS, WHILE SELLERS HAVE A LIMITED NUMBER OF FREE LISTINGS AND ARE THEN CHARGED BOTH FOR LISTING ITEMS, AND SEPARATELY WHEN THE PRODUCTS ARE SOLD.

SELLERS CAN LIST PRODUCTS AT FIXED PRICES OR AUCTION-STLYE, AND TO SHOW THEIR ITEM IT IS POSSIBLE TO USE PICTURES AND DESCRIPTIONS.



AMAZON IS ONE OF THE LARGEST MARKETPLACES IN THE WORLD. WHEN SELLING ON AMAZON, YOU CAN CHOOSE AMONG DIFFERENT PLANS, WITH DIFFERENT ASSOCIATED COSTS). MOREOVER, A REFERRAL FEE WILL BE COLLECTED BY THE PLATFORM AS A PERCENTAGE OF EACH TRANSACTION, VARYING FOR DIFFERENT CATEGORY OF PRODUCT.





# Pinterest

WHEN PINTEREST WAS LAUNCHED, IT WAS MAINLY A PLACE TO BROWSE THROUGH DIY IDEAS, RECIPES AND HAND-CRAFTING FOR INSPIRATION. NOW, RESEARCH SHOW THAT 47% OF VISITORS USE PINTEREST JUST TO PURCHASE AND RESEARCH NEW PRODUCTS.

SETTING A PINTEREST ACCOUNT IS EASY AND QUICK, AND THERE ARE DIFFERENT WAYS TO SELL ITEMS, AS BUYABLE PINS, RICH PINS, PROMOTED PINS. EACH ONE WORKS DIFFERENTLY IN TERMS OF VISITS AND PURCHASE PROCESS. A PINTEREST ACCOUNT CAN ALSO BE CONNECTED WITH AN ETSY MARKETPLACE.



# EXERCISE

## TRUE OR FALSE

1. THROUGH LOCAL MARKET RESEARCH, A BUSINESS OWNER GETS INFORMATION ON CUSTOMERS AND ON THE MARKET AS A WHOLE (T)
2. MARKET RESEARCH IS NOT NECESSARY AT THE START-UP PHASE OF A BUSINESS (F)
3. TRADITIONAL MARKETING IS STILL THE BEST INSTRUMENT TO REACH CERTAIN TARGET GROUPS (T)
4. DIGITAL MARKETING ALLOWS TO HAVE MORE FLEXIBILITY AND TO REACH THE TARGET AUDIENCE AT A LOWER COST (T)
5. WITH FLAT-RATE SHIPPING, THE COST CHANGES ACCORDING TO SIZE, DIMENSIONS, WEIGHT, SHIPPING DESTINATIONS (F)



# SOURCES

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