

2.6

APPLYING BASIC TRENDS MODERN MARKETING

What are we going to do today

Timeline and main activities **4 HOURS**

Presentation of the theoretical part (45 mn)

- **Brief discussion** and comments on the topic (10 mn)

- **Activity one:** "Why is the branding so important?" (40 mn work in pairs)

Break (10 mn)

- **Activity two:** "Which are the marketing trends?" (40 mn – individual work)

Activity three: "E-marketing and social network marketing: what are they and what use can you make of them?" (45 mn - individual work)

Break (10 mn)

- **Questions and wrap up session** (25 mn)

- **Evaluation** (15 mn)

Overall description

The aim of this session is to understand that the key objective of an organization's marketing efforts is to develop satisfying relationships with customers that benefit both the customer and the organization. These efforts lead marketing to serve an important role within most organizations and within society. Participants will learn how to build a modern marketing team and the necessary skills. And again, they will understand that the purpose of branding in marketing is to establish trust within consumers and create loyalty. Their brand will not only give their



	buyers a way to remember them but also creates an identity for their business and sets them apart from competitors.
Key learning points	<ul style="list-style-type: none"> - Branding - Marketing trends - E-marketing and social network marketing - Circular economy in marketing, marketing in circular economy
What will you prepare during this session	Participants will be able to: <ul style="list-style-type: none"> - use modern marketing trends and communication and circular economy for business development - persuade the selected trends for business development - defend their choices for using modern marketing trends and communicating circular economy
To do list AFTER this session	Review the three activities carried out in the classroom, mark doubts or insights to request from your mentor.
Additional comments and instructions	None