



Erasmus+

## ISTITUTO SUPERIORE STATALE "MARIO RUTELLI"

[www.istitutosuperiorerutellipa.it](http://www.istitutosuperiorerutellipa.it)

About the School



### LOCAL SOLUTIONS FOR GLOBAL CHALLENGES

Project Co-Funded by the Erasmus+ Programme of the European Community

Cooperation for innovation and the Exchange of Good Practices

KA229 - School Exchange Partnerships

Cod. 2019-1-JT02-KA229-062188

## MINUTES MEETING PORTUGAL, January 21th, 2022 - FORAVE

The partners agree the following activity to be done during the next days and before the mobility in Poland:

- 1) The Coordinator of the project will upload on Twin Space the following OPE activity:  
P10 – THE BEST MAGAZINE – It is a competition, and the students will vote the best magazine made until now.  
P12 – ONLINE EVENT (CReTNet): eCommerce management  
P13 – ONLINE EVENT (CReTNet): eCommerce tools  
P14 – ONLINE EVENT (CReTNet): Corporate sustainability, Marketing plan of the firm, How to realize a promotional activity of the company;

*P12,13,and 14 are PPT presentation and short movies: The students can look at these documents to explore and study the topics related at the mobility in Poland to take knowledge of them and to learn to use the exacts terminology. This activity is within CReTNet and e@Lab.*

- 2) Students will work at the Report about the mobility in Portugal. The report takes in consideration the personal experience of our students in Porto and looking also at the activity made following the program of the mobility.

*The presentation must be made using a PPT file. It will be presented during the mobility in Poland but sent to the coordinator one week before by email to create a magazine using adobe spark.*



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- 3) Students will work at the promotional campaign of their virtual company. They will create 1 Advertising Poster and 1 banner for each virtual company. The printing format to be used is: Poster (A3 vertical) H42xB29,7cm - Banner (half A3 Horizontal) H15xB42cm.

*The students can use Photoshop, MS Word, PPT, and other graphic software to create their promotional campaign. They will be showed during the mobility in Poland and sent to the coordinator 2 week before using the native file format (no PDF).*

## **C5 – Mobility in Poland**

**Topic: e@Commerce Management and Social Media Marketing.**

***The main task of the mobility are:***

- A)** students will prepare their advertising campaign concerning their products, their brand and company, following the indication above mentioned.
- B)** students will show their PPT about their experience in Portugal.
- C)** The local coordinator will present the first day the school and its community, including the presentation of the project at the local administrators.
- D)** Visits of Brzozów and the local companies including the main economic centre of the Province: the town of Rzeszów;

*Workshop and debate on differences between Brzozów and Rzeszów and examining the reasons why Brzozów has no economy, and no entrepreneurs want to invest there. They will try to define what could be changed and what kind of company might have the biggest chances to succeed. Students will discuss what means should be used to help the company to generate profits (location, advertising etc.).*

- E)** Outside activities considering the possibility to visit the local companies or firms working at provincial level including their participation in meetings and workshop with the students.

The meetings can be done within the school or within public space like library or social centre under the management of the local municipality.



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