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**REPORT ON ACTIVITIES CONCERNING  
THE INTELLECTUAL WORK OF THE PROJECT  
“INTERNATIONAL PARTNERSHIP FOR IMPROVING THE QUALITY OF  
TEACHING AT VOCATIONAL SCHOOLS”**

According to the programme of works of the project and a timetable on long-term action plan for the improving the quality of teaching at vocational schools and dissemination of the Project activities among the EU, the intellectual task team worked on implementation of the tasks defined in the partnership agreement:

1. Complex of Schools of Economics and General Education no. 6 in Łomża shall be responsible for achieving the following results as identified in the Project:
  - a) Identification and analysis of innovative tools with which to assess vocational skills and qualifications with the use of on-line tools, mobile technologies and cross-sectoral and creative approaches;
  - b) Development of an innovative tool with which to assess vocational skills and qualifications created with the use of on-line tools, mobile technologies and cross-sectoral and creative approaches;
  - c) Implementation of a strategic system of four mutually complementary (with respect to each other) results.
2. Vilnius School of Technology, Business and Agriculture shall be responsible for implementing the following tasks as identified in the Project:
  - a) Development of teaching and training materials in the context of innovative materials for teaching generic and horizontal skills, in particular those related to entrepreneurship, ICT, multilingualism with elements of multimedia, an e-learning module and other innovative methods of education;
  - b) Development of innovative materials for teaching generic and horizontal skills, in particular those related to entrepreneurship, ICT, multilingualism with elements of multimedia, an e-learning module and other available methods of education;
  - c) Implementation of a strategic system of four mutually complementary (with respect to each other) results.



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3. Vocational School of Commerce in Daugavpils shall be responsible for implementing the following tasks as identified in the Project:
  - a) Development of materials for work with young people in the context of an innovative teaching method in a vocational school supported by innovative multimedia technologies and ICT, focusing on teaching with the use of mobile technology (d-learning and m-learning);
  - b) b) Development of an innovative teaching method in a vocational school created with the support of innovative multimedia technologies and ICT, and focusing on teaching with the use of mobile technology (d-learning and m-learning);
  - c) Implementation of a strategic system of four mutually complementary (with respect to each other) results.
4. Perfect Project limited liability company shall be responsible for implementing the following tasks as identified in the Project:
  - a) Development of a course and curriculum in the context of 3 innovative training courses on increasing the learning mobility and cooperation with employers, developed on the basis of a tool for assessment of skills and qualifications and with the use of a teaching method and learning materials;
  - b) Development of a programme of 3 innovative training courses on increasing the learning mobility and cooperation with employers, developed on the basis of a tool for assessment of skills and qualifications and with the use of a teaching method and learning materials;
  - c) Implementation of a strategic system of four mutually complementary (with respect to each other) results.



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## Table of Contents

### 1. Introduction -main assumptions, work objectives.

The aim of distance learning module is to provide basic electronic marketing theory of knowledge, in support of the practical application of e-marketing companies. The aim of the distance learning module is to provide basic electronic marketing theory of knowledge, analyzing the practical application of e-marketing companies. Big attention is paid to the analysis of specific cases on the basis of Lithuanian and foreign companies experience.

In this module are integrated certain subjects as: customer service, marketing in business activity, ethics in business, entrepreneurship, information technology (ICT).

The aim of electronic marketing training is to develop the fundamental e-marketing knowledge and practical application skills. The objective of learning course : to know new technological opportunities and realize their importance, be able to use e-marketing solutions in practice, analyze and evaluate the successful experience in international organizations development of electronic marketing and implicate all this experience in a particular organization. Course volume - 5 ECVET (European Credit System for VET).

Course volume 135 hours .: 32 hours. - Theoretical lectures, 16 - practical training, 87 - self-study.

### 2. Programme of works of the output with a timetable.

October 2015 - The reconciliation of responsibilities of substantive staff. Elaboration of the material on "The development of ICT and Their impact on business." Discussion of organizational questions related to the creation of materials, translation prepared materials, inserting them on the platform.

November 2015 - Partners meeting in Latvia. Presentation and discussion topics: "Impact of the Internet and basic marketing concepts" and "Concept of e-marketing." Development of materials following topics: "Online Marketing Objectives and functions" and "E-marketing strategies." Translation and insertion of material on the platform. Work on the dissemination of the project.

December 2015 - Partners meeting in Lomza. Presentation of the four themes of prepared materials. Training on " Methods of creating interactive textbook." The development of materials on "Websites" and "Advertising and Other Means of



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communication on the Internet." Translation and insertion the material on the platform. Dissemination of the project's results in the school community, the newspaper "Kurier Wileński" radio " Znad Wili", the Ministry of Education of Lithuania information magazine "Švietimo naujėnos."

January 2016 - The development of methodological materials on "Pricing and placing channels on the Internet" , "Pricing and online dissemination channels" and "Internet Marketing Plan". Translation and insertion of the material on the platform.

February 2016 - Meeting with partners from Latvia and Perfect Project to pre-discuss the completion of work on the preparation of an interactive manual and test materials. Discussion of dissemination activities result no. 3. Meeting with journalists and radio .. Prepared and presented summarising tests. Developed and presented the evaluation system.

March 2016 - were carried out work on the translation and insertion of recent materials and glossary. A meeting was held in Lomza, where were discussed the recent topics. An interactive coursebook was already fully placed on the platform. A glossary and summarising test was also activated. Elaborated final report outcome No. 3. Were made and completed surveys of employers and entrepreneurs.

### **3. Intellectual team participants description (skills, qualifications of key persons involved in output preparation.**

The intellectual team consists of four teachers.

**Valdas Kazlauskas** - the headmaster of Vilnius School of Business and Agriculture Technology , economist, financier, a computer scientist and mathematician. The author of two interactive course books ("Accounting Manager" 2010. "Mathematical calculations in accounting," 2013.), The founder of higher education programs and expert-auditor of international programs. The author of the project materials, responsible for organizing tasks, the preparation of methodological materials, participation in international meetings, presentation materials, conducting educational classes on how to create interactive textbooks.

**Vanda Jarmalkovič** - the deputy of education training, responsible for developing a plan of activities and coordination of the learning process; expert-teacher of the Lithuanian language, coordinator of the working group of the project, responsible for the dissemination of project work.



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**Joana Vaiciulionis** - English teacher, translator of the prepared materials.

**Dovilė Anusevičiūtė** - English teacher, translator of the prepared materials.

**Dalia Mišeikienė** - mathematician, computer scientist, head of the study of permanent teaching, Moodle system specialist. Responsible for the preparation of methodological materials of the project, posting materials on the platform Moodle.

**Diana Ilevičienė** - marketing specialist, the specialist in international relations, the creator of interactive textbooks. In the project worked as an author, creator and translator of prepared materials, responsible for posting materials on the platform Moodle.

**Irena Sinkevič** - English teacher, translator of the prepared materials.

#### 4. Detailed budget for the output.

The time for achieving the third result in the project was from October 2015 till the end of March 2016. The detailed description of hours and days spent on preparing the materials is presented below:

		Hours	Days	October		November		December	
				Hours	Days	Hours	Days	Hours	Days
1	<b>Valdas Kazlauskas</b>	804	100,5	196	24,5	192	24	204	25,5
2	<b>Vanda Jarmalkovič</b>	78	9,75	26	3,25	26	3,25	26	3,25
3	<b>Joanna Vaiciulionis</b>	260	32,5	55	6,875	70	8,75	65	8,125
4	<b>Dalia Mišeikienė</b>	388	49	76	9,5	116	14,5	98	12,25
5	<b>Dovilė Anusevičiūtė</b>	55	6,875	55	6,875	-	-	-	-
6	<b>Diana Ilevičienė</b>	512	64	-	-	120	15	196	24,5
7.	<b>Irena Sinkevič</b>	135	16,875	-	-	-	-	65	8,125
		<b>2232</b>	<b>279</b>	<b>408</b>	<b>51</b>	<b>524</b>	<b>65,5</b>	<b>654</b>	<b>81,75</b>



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January		February		March		Altogether		
Hours	Days	Hours	Days	Hours	Days	Hours	Days	
1	212	26,5	188	23,5	204	25,5	<b>1196</b>	149,5
2	-	-	26	3,25	20	2,5	<b>124</b>	15,5
3	70	8,75	70	8,75	30	3,75	<b>360</b>	45
4	98	12,25	98	12,25	48	6	<b>534</b>	66,75
5	-	-	-	-	-	-	<b>55</b>	6,875
6	196	24,5	188	23,5	86	10,75	<b>786</b>	98,25
7.	70	8,75	70	8,75	30	3,75	<b>235</b>	29,375
<b>646</b>	<b>80,75</b>	<b>640</b>	<b>80</b>	<b>418</b>	<b>52,25</b>	<b>3290</b>	<b>411,25</b>	

## 5. Conclusions.

The distance learning module "Electronic Marketing" prepared by vocational training program and is intended for learners and for those who are interested in marketing and management. Course material can be also used by other programs students, beginners and experienced entrepreneurs, whose aim is to improve constantly their knowledge.

Gaining competence: adapt IT benefits to business and evaluate the content of management system functionality and benefits of the specific organisation by expanding electronic marketing ; analyze effectively and respond adequately to business environment changes; evaluate the electronic market individuals and market environment; implement in practice sales focused on electronic marketing solutions ; evaluate effective trade and service companies (Lithuanian and international market) experience; recommend electronic marketing strategies to improve the possibilities for a specific Lithuanian organization; expanding the specific activities of the organization on the Internet, analyze and submit proposals for the improvement of the website; by the specifics of a particular organization, provide the appropriate domain that affect the success of e-commerce both Lithuania, as in the international market; in order to create an effective e-marketing strategy to provide the most appropriate means of advertising a particular organization on the Internet.



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Educational material is divided into ten (10) different subjects, which are set out in 16 separate sections:

1. Information technology and telecommunications development and their impact on business.
2. The impact of the Internet on traditional marketing, basic marketing concepts.
3. Electronic marketing concept.
4. Electronic marketing objectives and functions.
5. Electronic marketing strategy.
6. Web site.
7. Advertising and other means of communication on the Internet.
8. Pricing and presentation channels online.
9. Electronic marketing complex efficiency.
10. Internet Marketing Plan.

For each subject is provided the learning aim and objectives, expected outcomes, the duration of subject training and basic concepts. After the examination of each topic a set of questions is provided, that will help to consolidate the material and self-control tasks and tests, which aim is to check how the material has been mastered. After analyzing the 1-5 themes, an intermediate knowledge test is provided and foreseen the 15 percent of evaluation.

Learners of "Electronic Marketing" module are required to prepare individual work - written work (abstract). The volume of individual work is up to 10 sheets. The evaluation of individual work is maximum of 25 percent.

To evaluate the students' knowledge is used a cumulative score. Students' knowledge and skills are tested during the interim account, accounting for their individual work - written work (abstract). All these estimates are part of the final evaluation score. The final assessment consists of:

- intermediate (cumulative) score - 40 percent. (Interim settlement, written work (abstract)).
- final exam - 60 percent.

At the end of the course is presented the reference and the glossary. For the preparation of module material has been used various literature sources referred to the



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bibliography. There were used literature in native and foreign languages, the basic and additional sources of literature, online resources, research papers, video and audio clips.

The module is formatted in accordance with the innovative teaching methods, in compliance with rules of writing (font, spacing, layout structure) with tables, pictures, diagrams and using colours and moods compatibility, learning mood maintenance and attracting attention.

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