



## The 4rd course “DIGITAL SKILLS COURSE”

*within the framework of the project „Connecting universities-industry through smart entrepreneurial cooperation and competitive intelligence of students in Moldova, Georgia and Armenia”, reference number: 617393-EPP-1-2020-1-MD-EPPKA2-CBHE-JP.*

- ✓ Start: 1 November 2021
- ✓ Duration: over 4 weeks
- ✓ Lead Partner: “RISEBA” University of Business, Arts and Technology /Latvia  
Working language: English
- ✓ Location: ZOOM

### **MODULE I. Business communication**

1. Types of communication and basic communicative skills;
2. Verbal communication / Non-verbal communication.
3. Challenges of communication in digital era
4. Personal branding (business appearance and self-presentation);
5. Public presentation skills (pitch presentation)
6. Leadership and talent management.

### **MODULE II. Digitalization**

1. Digital communication strategy
2. Effective management of digital communication;
3. Why do business models' matter?
4. 10 steps to reach your audience.

### **MODULE III. Social media**

1. Social Media Marketing (research and strategy)
2. Social media platforms (Facebook, Instagram, Youtube, Basic Vkontakte, Odnoklaassniki, LinkedIn, TikTok, Clubhouse);
3. Targeted advertising in social media platforms;
4. Analytics and reporting.

### **MODULE IV. Digital platforms**

1. Market research
2. Digital Platforms – overview
3. Shopify – Build a world-class webstore in 1 hour without any coding.
4. SEO / Email Marketing / Chatbots
5. Ecommerce (Amazon, Ebay, Etsy, websites, Omnichannel solutions, Fulfillment centres, Dropshipping)

## **MODULE V. Digital tools for communication**

2. Online teaching;
  3. Digital communication with students.”
- “1. Technology for study course content creation
2. Establishment of a support system
  3. Development of teaching materials”

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