

The Fourth Erasmus + Project

Our students have been participating in the Erasmus+ project for four years already. This year they were in Germany, specifically in Munich. There they worked in various companies as their traineeship. In this way, they developed their competences not only in the vocation but also improved their knowledge of foreign languages, both English and German. This was a very valuable experience, as the students themselves said. We are proud that the students from our school easily found their way around and settled in a new, foreign city. They left an excellent impression and were praised by their hosts. They were recognized by German companies as valuable and capable young professionals who show great enthusiasm and potential.



Vesna Brkljačić,
headmistress

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**Ekonomska škola Velika Gorica
and Hilfe-von-Mensch-zu-
Mensch, Die MacGyvers and
Growth Rockets**

ERASMUS+ KA1

”Experience in Digital Marketing”



2018/2019

Activities

A group of **13 students of the final years, vocation economist**, participated in a two-week traineeship in digital marketing in Munich, from 3 to 17 November 2018, in the companies **Hilfe-von-Mensch-zu-Mensch, Die MacGvyers and Partner Growth Rockets**.

The following students participated in the traineeship programme in Munchen: **Ema Tomašić Beuc, Dorotea Marija Detelić, Matea Baković, Ana Horvat, Karla Barišić, Ana Kovačić, Mateja Kirin, Ana Parać, Paula Keserović, Nika Klenović, Kristijan Sremić, Alen Petrović and Petar Hrsto**.



Results of the Project

Under mentor leadership, students performed work assignments related to digital marketing on the computers at the workplace, while keeping a portfolio of said assignments, which enabled them to acquire knowledge and experience in an international work setting.

The results of the project are the identification of stages of digital marketing process development at the company where traineeship is being conducted, the use digital marketing tools, prediction of possible problems in business activity, critical evaluation of digital marketing at the company and the compilation of a report regarding the traineeship where work experience, examples and tools that were used are described.

The students also took special cultural and historical tours to explore the sights in the area.

At the end of the traineeship, students received Europass Mobility Certificates and certificates of traineeship abroad.

The main goals of the Project are:

- Synthesis of theory and practice regarding digital marketing through introducing students to the world of work in an international setting;
- Application of theory regarding digital marketing through participation in the work process in controlled international conditions.

