

Ana Palop Pertejo. IN-22 Supporting Effective Learning

Introduction

The aim of this activity is to design a marketing classroom using the methodology learnt at the workshops.

The marketing classroom may be placed at some bilingual IES in the Comunidad de Madrid, concretely in Vocational Training. The module is digital marketing which belongs to a commercial and marketing **superior grade**.

The length of the classroom could be six hours as a maximum in three sessions in which students will learn the email marketing concept and how to make an email campaign with mailchimp software.

The students are between 21 and 26 years old.

Methodology

This classroom is designed using different resources and methodologies.

Firstly: Forty minutes of theory more or less about email marketing and examples. I will use a Prezi and before starting I will hand out sheets with the summary so as to the students will write down notes.

Secondly: I have selected two videos. The first video gives us some advice about how to manage higher conversion if we design an email campaign. Another is about how to create an email campaign using the tool mailchimp.

Previous watching the first video the students have to look up new words delivered in the *activity1* on the online dictionary in pairs and labelling them (how do we learn words). After that, they have to check their pronunciation on the YouEnglish website (**how do we remember words, repetition**).

This first part includes vocabulary, pronunciation and listening. When the first video is finished students have to check some questions in order to help them remember the vocabulary and understand the theory (introduction and video). (Fill the gaps – **retrieval activity 2** and matching – **use or lose activity 3**)

Thirdly: I have designed a Project Based Learning activity in teams of three students for the second and third session. In both sessions I will be available to help them with any problem that they have during the process of designing their campaign or creating their campaign with mailchimp.

1. The anchor: You are working in a marketing department and have to send information about a new product/service to your clients by email.
2. The driving question: How we design a personalized email for our clients?

3. Artefact: Mailchimp, videos, images, text... and a list database with the emails of the classmates.
4. Scaffolding:
 - Remembering the steps of the campaign
 - Applying the steps to our example
 - Creating the campaign on mailchimp

The final delivery will be the email and its final results (reports of mailchimp).

Resources for the classroom

1. Introduction Prezi: **What is email marketing?** 40 minutes. Sheet handed out to students so as they can take notes.
http://prezi.com/hpqdusdompct/?utm_campaign=share&utm_medium=copy
2. Videos:
 - Secrets of email marketing. Websprout academy. Duration: 3 minutes and 45 seconds. <https://www.udemy.com/8020-online-marketing-for-small-business/?couponCode=WEBSITE3>
 - How to create your first mailchimp campaign and send it. Duration: 13 minutes and 41 seconds. https://youtu.be/2jILCsD_oJc
3. Websites:
 - <http://www.wordreference.com/>
 - <http://youglish.com/>
 - <https://blog.hubspot.com/blog/tabid/6307/bid/7595/The-Ultimate-Glossary-44-Email-Marketing-Terms-Marketers-Must-Know.aspx>
 - <https://passion.digital/digital-marketing-glossary>
4. Bibliography: Email Marketing IT Deusto. EAE Business School.
5. Computers
6. Internet connection
7. Blackboard
8. Projector

Activities:

1. Activity 1: Look up new vocabulary and check their pronunciation.
https://quizlet.com/_3ksoko
2. Activity 2: Fill the gaps 4 written questions: https://quizlet.com/_3ksoko
3. Activity 3: 12 Matching questions https://quizlet.com/_3ksoko
4. Activity 4: Design the campaign
5. Activity 5: Create the campaign with Mailchimp