

Educational Tools Kit For Blended Learning Curriculum With Video-Tutorials For An Open Online Course “E-business & Internet Marketing for innovative exercise firms”

LIST OF LINKS

Learning unit no 1 How to use Open Source solutions for e-business and Internet marketing in education		
Colegiul Național Economic “Theodor Costescu”, Drobeta Turnu Severin, România Școala Gimnazială nr. 5, Drobeta Turnu Severin, România https://www.youtube.com/channel/UChIcbgYBGS6U72OOXIQhzoQ		
No	Title of the video tutorial	Link
1.	1.1 How to install Moodle platform for Blended Learning	https://youtu.be/3uP--xs1Hno
2.	1.2 How to using Moodle Platform	https://youtu.be/8IPQzHm9_Kw
3.	1.3 How to create a video tutorial using PowerPoint	https://youtu.be/mcKmscG88Gk
4.	1.4 How to install WordPress platform	https://youtu.be/TH1aVxxcMaE
5.	1.5 How to administrate WordPress Platform updating the main menu	https://youtu.be/0zvGWdPm-I4
6.	1.6 How to administrate WordPress Platform updating a page	https://youtu.be/QhHDM3O8SrE
7.	1.7 How to administrate WordPress Platform adding an external link	https://youtu.be/U0aM7wr7IVA
8.	1.8 How to administrate WordPress Platform creating a newsletter using Mail Poet	https://youtu.be/-QDmCeOPW0s
9.	1.9 How to install PrestaShop platform	https://youtu.be/Nfb1U3RssTg
10.	1.10 Mini guide “Google Apps for Education”	https://youtu.be/xGQYDTD63gQ

Learning unit no 2 How To Create An Integrated Marketing Communications Campaign Plan That Blends Online And Offline Tools		
Colegiul Național Economic “Theodor Costescu”, Drobeta Turnu Severin, România Școala Gimnazială nr. 5, Drobeta Turnu Severin, România https://www.youtube.com/channel/UChIcbgYBGS6U72OOXIQhzoQ		
No	Title of the video tutorial	Link
11.	2.1 How to build the visual identity of the training firm	https://youtu.be/VKHWBDJA0R0
12.	2.2 How to create a logo for a training firm using Photoshop	https://youtu.be/ltvebc1xt2Q

13.	2.3 How to create a products catalog for a training firm using Publisher	https://youtu.be/-VPSStRUzoM
14.	2.4 How to create a brochure for a training firm using Publisher.	https://www.youtube.com/watch?v=D7tJNK-QPvw
15.	2.5 How to create a spot for a training firm using Sony Vegas	https://youtu.be/3UaIg81lrkU
16.	2.6 How to do a MakeUP - video tutorial model for promoting a service of the training firm	https://youtu.be/SRrjH1IRh4s
17.	2.7 Advertisement for a training firm in Romanian language - model	https://www.youtube.com/watch?v=aED4DMJ9QUE
18.	2.8. Advertisement of the training firm Wellness Land in English language	https://youtu.be/R0hFaYvE32E
19.	2.9. How to buy a domain and hosting for the web shop of the training firm.	
20.	2.10. How to use PrestaShop Platform for the web shop of the training firm.	

Learning unit no 3: How to use powerful **Google Tools For Online Marketing** for getting higher sales over the web as **Mix Internet Marketing strategies** for small e-businesses.

3.1.1 Definition Internet Marketing Concept

Limfjordsskolen, Struer, Denmark

<http://lasonmac.wix.com/erasmus-struer#!learning-and-results/c194u>

No	Title of the video tutorial	Link
21.	How to make a tutorial Learn how to make a good video tutorial	http://lasonmac.wix.com/erasmus-struer#!learning-and-results/c194u
22.	Camstudio Tutorial Learn how to set up and use Camstudio for screen recording	http://lasonmac.wix.com/erasmus-struer#!learning-and-results/c194u
23.	Promote your website Learn how to promote your website	https://www.youtube.com/watch?v=SxQdyQIFfF8
24.	Make your own website See how to make a website using Wix, Wordpress or Squarespace	https://www.youtube.com/watch?v=cLrBi5N19kc
25.	How to screen record See how to make screen recordings using Bandicam	https://www.youtube.com/watch?v=wubB-CB1m74
26.	Good video equipment See what you need for video recordings	https://www.youtube.com/watch?v=I9KNofn2OW8
27.	Copyright Learn about copyright in webdesign	https://www.youtube.com/watch?v=cg8fA9oFnXc

Learning unit no 3: How to use powerful Google Tools For Online Marketing for getting higher sales over the web as Mix Internet Marketing strategies for small e-businesses.
3.1.2. Sales Strategies
Ensemble Scolaire Lasalle Saint Charles, Saint Pierre, Reunion Island, France

No	Title of the video tutorial	Link
28.	How to choose your tools	https://youtu.be/vw_h2wmbvos ,
29.	How to determine content types suited to your business	https://youtu.be/_awfdmqad0
30.	How to plan a sales strategy	https://youtu.be/_1_rin0ovzq
31.	How to set objectives and key messages for sales strategies	https://youtu.be/3n3Cxqywmlk
32.	How to use instagram in sales strategies	https://youtu.be/dtXe3verlf8
33.	How to organize a mobile marketing campaign	https://youtu.be/zclgdaamyho

Learning unit no 3: How to use powerful Google Tools For Online Marketing for getting higher sales over the web as Mix Internet Marketing strategies for small e-businesses.
3.1.3. Web Banner Advertising
Istituto d'Istruzione Superiore Crocetti-Cerulli, Giulianova, Italy
<https://www.youtube.com/channel/UCGyIGti6c0LbUyqLBnrSGCA>

No	Title of the video tutorial	Link
34.	What is CRO no 1	https://www.youtube.com/watch?v=IzFhts9JbFo
35.	What is CRO no 2	https://www.youtube.com/watch?v=SN9L5rRDwoU
36.	How to create an Animated WebBanner	https://www.youtube.com/watch?v=NZxboIS_Qm0

Learning unit no 3: How to use powerful Google Tools For Online Marketing for getting higher sales over the web as Mix Internet Marketing strategies for small e-businesses.
Istituto d'Istruzione Superiore Crocetti-Cerulli, Giulianova, Italy
<https://www.youtube.com/channel/UCGyIGti6c0LbUyqLBnrSGCA>
3.1.4. Benefits of Internet Marketing

37.	What is e-Marketing?	https://www.youtube.com/watch?v=Jtn7DwV2hCA
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Learning unit no 3: How to use powerful Google Tools For Online Marketing for getting higher sales over the web as Mix Internet Marketing strategies for small e-businesses.
Etimesgut Halk Egitimi Merkezi, Etimesgut/Ankara, Turkey
3.2. Google Adwords;

Title of the video tutorial		Link
38.	How to publish Google Adwords ad	https://youtu.be/eP80PBWFH1E

3.3. SEO and SEM (search engine promotion);

39.	General information about “Search Engine Optimization (SEO)”	https://youtu.be/TyfCy88b9MA
40.	General information of “Search Engine Marketing (SEM)”	https://youtu.be/ixaM4TrJ3ss
41.	What's the difference between “SEO&SEM”?	https://youtu.be/b1vwKSxTtWY
42.	How to use Seo & Sem in your website in WordPress	https://youtu.be/9xfFSuCoxH4

Learning unit no 4: How to develop Online Public Relation (OPR) as Mix Internet Marketing Strategies for small e-Definition OPR. Audience targeting. Messaging
4.1. How to use PR online and copywriting
Sint-Maartenscollege, Maastricht, Netherlands
https://www.youtube.com/channel/UC6GDNBirmqK6coqpLGQ_Hgw

No	Title of the video tutorial	Link
43.	Copyright	https://www.youtube.com/watch?v=eLofj3pH1z4
44.	Copyright vs Copywriting	https://www.youtube.com/watch?v=h3E9KmSSTNs
45.	Partner firm Lon Cimmermans	https://www.youtube.com/watch?v=MMMHI2pxoKY
46.	Partner Firm	https://www.youtube.com/watch?v=P6XAvk0o2wM
47.	Promotion video training firm	https://www.youtube.com/watch?v=H1v0g8AKKVw
48.	Promotion video Maastricht	https://www.youtube.com/watch?v=2GRQI5TTc58

49.	Public relations	https://www.youtube.com/watch?v=jeaL_UcKP70
50.	How to make a tutorial in 10 steps	https://www.youtube.com/watch?v=6194WuALpnk
51.	Advertising	https://www.youtube.com/watch?v=nTcszQo6Cyc
52.	Audience targeting	https://www.youtube.com/watch?v=hqudyGV3mRY

Learning unit no 4: How to develop Online Public Relation (OPR) as Mix Internet Marketing Strategies for small e-Definition OPR. Audience targeting. Messaging

4.2 Mobile Marketing

Ensemble Scolaire Lasalle Saint Charles, Saint Pierre, Reunion Island, France

No	Title of the video tutorial	Link
53.	How to use sms marketing?	https://youtu.be/d2dGZ2BSFoY
54.	How to use mobile marketing?	https://youtu.be/XCGX_ULNMZo
55.	How to prepare a successful web mobile marketing?	https://youtu.be/jw9smVm3AGA
56.	How to create a qr code?	https://youtu.be/DU77EdvgZWk
57.	How to create an application?	https://youtu.be/L-RKFah-Cic
58.	Good practice models easy to be used	https://youtu.be/AZnk3qHEVIQ

Learning unit no 4: How to develop Online Public Relation (OPR) as Mix Internet Marketing Strategies for small e-Definition OPR. Audience targeting. Messaging

4.3.How to use Email Marketing

Srednja Zdravstvena in Kozmetična Sola, Maribor, Slovenia

No	Title of the video tutorial	Link
59.	4.3.1. Email marketing	https://youtu.be/nMCC-S-joxg
60.	4.3.2. How to use mailing list	https://youtu.be/xqgNzFG2aew
61.	4.3.3. How to import mailing list	https://youtu.be/om1yHxPP7ZA
62.	4.3.4. How to subscribe to a newsletter	https://youtu.be/ZyYcouEBY-Y
63.	4.3.5. How to promote product and services - Makeup	https://youtu.be/61hwW4B_tWk
64.	4.3.6. Behind scenes - email marketing	https://youtu.be/pjDD7zME4Ik

Learning unit no 4: How to develop Online Public Relation (OPR) as Mix Internet

Marketing Strategies for small e-Definition OPR. Audience targeting. Messaging
4.4. How to use Affiliate marketing
Srednja Zdravstvena in Kozmetična Sola, Maribor, Slovenia

65.	4.4.1. Affiliate marketing	https://youtu.be/-AAjO1GkoOU
66.	4.4.2. How does affiliate marketing work	https://youtu.be/N8hgt7py83g
67.	4.4.3. How to write sales letter	https://youtu.be/mf8WgiKC5qU
68.	4.4.4. How to install Movie Maker to prepare affiliate website	https://youtu.be/QZ1tJmgzeOg
69.	4.4.5. How to promote products and services – Facial Cleanse	https://youtu.be/gYAfZ5mGLLs
70.	4.4.6. Behind scenes – affiliate marketing	https://youtu.be/Pq7pqIIHg1M

Learning unit no 4: How to develop Online Public Relation (OPR) as Mix Internet Marketing Strategies for small e-Definition OPR. Audience targeting. Messaging
4.5. How to use Social Media as tactics of OPR.
Etimesgut Halk Egitimi Merkezi, Etimesgut/Ankara, Turkey

No	Title of the video tutorial	Link
71.	How can a success come via Social Media	https://youtu.be/1GEVRy0ZseQ
72.	The importance of Social Media Marketing Campaign	https://youtu.be/iT1-RXXgZC0
73.	How to use Social Media as tactics of Online Public Relations	https://youtu.be/BEONInzk7MA
74.	How to make a Social Media Campaigns	https://youtu.be/RmX_87FaUv4
75.	Social Media Marketing Techniques	https://youtu.be/iOjFmJYCMYE

Learning unit no 4: How to develop Online Public Relation (OPR) as Mix Internet Marketing Strategies for small e-Definition OPR. Audience targeting. Messaging
4.6. How to Improve Website's User Experience
Limfjordsskolen, Struer, Denmark
<http://lasonmac.wix.com/erasmus-struer#!learning-and-results/c194u>

76.	Make a website in Wix How to make a website in WIX Learn to set up a webpage in Wix	https://www.youtube.com/watch?v=uBRoI3T70G0
77.	Security online How to insure security online Learn about safe use of webpages	https://www.youtube.com/watch?v=ihyfgkHW170
78.	Text and structure	https://www.youtube.com/watch?v=5q1oOLwowaw

	How to make your website simple using right text and structure	
79.	K.I.S.S How to make your website simple through design	https://www.youtube.com/watch?v=9Tj2g-TZgOQ
80.	Usability on webpages How to usability on webpages Learn how to make user friendly webpages	https://www.youtube.com/watch?v=Hh4FGCCjO1k
81.	Make a background How to make a good background in your website	https://www.youtube.com/watch?v=7ZgY_cba4O0
82.	Make a brainstorm How to make a brainstorm for your website.	https://www.youtube.com/watch?v=d8uBXgxNj1c