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**ISMA** INFORMĀCIJAS  
SISTĒMU  
ANNO 1994 MENEDŽMENTA  
AUGSTSKOLA

**Fuse IT Multiplier event**

# Introduction to online course

Olga Verdenhofa, ISMA University of Applied Sciences

**Future competences pathways for marketing and ICT education**

**Project No. 2019-1-LT01-KA203-060730**

**[www.knf.vu.lt/en/fuseit](http://www.knf.vu.lt/en/fuseit)**

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# Tiešsaistes kurss

- Mārketinga apmācību īstenošanas metodiskie norādījumi

- Pirmspilota anketa

[Final versions\PrePiloting Questionnaire En.docx](#)

- Pēcpilota anketa

[Final versions\PostPilotingQuestionnaire En.docx](#)

- Pasniedzēju anketa

[Final versions\Trainers Questionnaire EN.docx](#)



<https://atviri.emokymai.vu.lt/course/view.php?id=153>



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# Marketing technologies

HIDE SIDEBARS



# pathways for marketing

Home > Courses > Kauno fakultetas > Marketing technologies

TURN EDITING ON

**Menu**

- About project
- Basics of marketing
- Introduction to market research
- Customer loyalty, satisfaction and engagement
- Strategic creativity
- Customer Experience Management
- Digital marketing
- Optimization of advertisement in Web
- CRM analytics
- Digital analytics
- Social media
- Mobile marketing
- Email marketing
- Video marketing
- WEM (Web experience management)
- Decision making and business intelligence
- Design thinking
- Excel
- Local topics
- Final test

▼ Open all ▶ Close all

Instructions: Clicking on the section name will show / hide the section.

- > About Project
- > Questionnaire before training
- > Basics of marketing
- > Introduction to market research
- > Customer loyalty
- > Strategic creativity
- > Customer Experience Management
- > Digital marketing
- > Optimization of advertisement in Web
- > CRM analytics

Your progress ⓘ

**Administration**

- ▼ Course administration
  - ⚙ Edit settings
  - ✍ Turn editing on
  - ⚙ Course completion
  - ▶ Users
  - ▼ Filters
  - ▶ Reports
  - ⚙ Gradebook setup
  - ▶ Badges
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  - 📁 Restore
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  - 🔄 Reset
  - ▶ Question bank



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# Marketing technologies

HIDE SIDEBARS



# pathways for marketing

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IESLĒGT REDIGĒŠANU

- Menu**
- Par projektu
  - Mārketinga pamati
  - Ievads tirgus izpētē
  - Klientu lojalitāte, apmierinātība un iesaistišanās
  - Stratēģiskā jaunrade
  - Klientu pieredzes pārvaldība
  - Digitālais mārketings
  - Reklāmas optimizācija tīmeklī
  - CRM analīze
  - Digitālā analīze
  - Sociālie mēdiji
  - Mobilais mārketings
  - E-pasta mārketings
  - Video mārketings
  - WEM (Timekļa pieredzes pārvaldība)
  - Lēmumu pieņemšana un biznesa intelīģence
  - Dizaina domāšana
  - Excel
  - Vietējās tēmas
  - Noslēguma pārbaude

▼ Open all ▶ Close all  
 Instructions: Clicking on the section name will show / hide the section.

- > Par projektu
- > Anketa pirms treniņa
- > Mārketinga pamati
- > Ievads tirgus izpētē
- > Klientu lojalitāte
- > Stratēģiskā jaunrade
- > Klientu pieredzes pārvaldība
- > Digitālais mārketings
- > Reklāmas optimizācija tīmeklī
- > CRM analīze

Jūsu progress ?

- Iestatījumi**
- ▼ Kurša administrēšana
    - Rediģēt iestatījumus
    - Ieslēgt rediģēšanu
    - Kursa izpilde
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      - Filtri
      - Atskaites
      - Vērtējumu grāmatas iestatīšana
      - Žetoni
    - Dublējums
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    - Attīrīt
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▼ Open all ▶ Close all

Instructions: Clicking on the section name will show / hide the section.

▼ About Project

**Not available unless: You belong to a group in LT martech grupavimas (hidden otherwise)**

Introducing Fuse IT (Future competences pathways for marketing and ICT education) project addresses the education and labor market requirements for professional skills and knowledge for students and graduates in university (including life-long learning activities).

**The project will analyze, design, develop and implement an up-to-date curriculum, e-learning materials, blended learning environment, ICT knowledge and skills self-evaluation and certification system simulations**

There are 2 level of beneficiaries which will be impacted by the project. The primary target group includes:

1. Students at university;
2. Educators, university staff, adult education centers etc.
3. Business sector (employer and employee).

The project partners were selected according to their experience in marketing and ICT.

Fuse IT project coordinator is Vilnius university (Lithuania) and 4 partners:

- Information Systems Management Institute, ISMA university (Latvia)
- University Politehnica of Bucharest (Romania)
- Public institution "Information Technologies Institute" (Lithuania)
- Instituto Politecnico de Tomar (Portugal)

▼ Questionnaire before training

Fill in the form

▼ Basics of marketing

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HIDE SIDEBARS

- Mobile marketing
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- > Introduction to market research
- > Customer loyalty
- > Strategic creativity
- ▼ Customer Experience Management
  - Introduction

**-Module Aim:** to present ideas and principles of costumers satisfaction phenomena, its evaluation process.

**-Learning Outcomes:**

- provide a theoretical background on the concepts and methods of customer experience;
- provide theoretical and practical solutions to challenges of customer experience management;

**Lecture Outline**

- Introduction: 4 Experience C; Touchpoints; Building the customer journey.
- Measurement: Net promoter score; Key driver analysis; Apostle model; Employee satisfaction.
- Improvement: Customer relevancy model; peak-end rule; Variable reinforcement; Flow; Website, email, social media.
- Internal sales: internal sales and education.

- + Before starting
- + Training material
- + Scenarios


- > Digital marketing

- 🔄 Restore
- 📄 Import
- 🔗 Share
- 🔄 Reset
- ▶ Question bank



## Module: Customer Experience Management Scenarios

Please choose a scenario to start simulation.




### Customer Experience Management practise

Due to Covid-19 pandemic quarantine takes more than 1 year in country and all physical shops are closed. Almost all of clients' orders are made on internet and there is the gap of customers' feedback. CEO want to minimize the negativity of Covid-19 and amplify the positivity for an exceptional customer experience on products and use pandemic situation for refresh an emotional connection with customers.

**Start**

↗️ [Rankings](#)



### Customer Experience Management based on customer journey

Due to Covid-19 pandemic quarantine takes more than 1 year in country and all physical shops are closed. Almost all orders go through internet and "customer journey" of customer through the company has changed significantly. To provide this "journey" as pleasant and smooth as possible, to build and keep long-term customer relationships, to increase customer satisfaction and to achieve a natural customer loyalty, the CEO decided to develop Customer Journey Map. Steve, as sales manager, leader of team, has got the task to prepare and develop Customer Journey Map.

**Start**

↗️ [Rankings](#)





## Marketing technologies



# pathways for marketing

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### Administration

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    - Locally assigned roles
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  - Question bank
- Course administration

## Final test

Attempts allowed: 3

Time limit: 30 mins

Grading method: Highest grade

Attempts: 46

[PREVIEW QUIZ NOW](#)

◀ Baigiamasis testas

Jump to...

EN files ▶



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# future IT pathways for marketing

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HIDE SIDEBARS

**Quiz navigation**

1 2 3 4 5 6 7 8 9 10 11 12 13 14  
15 16 17 18 19 20

Finish attempt ...

Time left 0:29:48

**START A NEW PREVIEW**

**Administration**

- Quiz administration
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**Question 1**  
Not yet answered  
Marked out of 1.00  
Flag question  
Edit question

Customer Satisfaction=

Select one:

- a. Benefits+ Excitement
- b. Experience – Expectation
- c. Experience – Expectation
- d. Benefits + Savings

**Question 2**  
Not yet answered  
Marked out of 1.00  
Flag question  
Edit question

Customer Experience Measurement is:

Select one:

- a. the practice of measuring company profit at all touchpoints along the customer journey
- b. the practice of measuring customer experience at all touchpoints along the customer journey
- c. the practice of measuring customer value at all touchpoints along the customer journey
- d. the practice of measuring customer satisfaction at all touchpoints along the customer journey

**Question 3**  
Not yet answered  
Marked out of 1.00  
Flag question  
Edit question

Touchpoint is:

Select one:

- a. interaction between 2 entities which happens anytime any place by any means for a purpose
- b. interaction between 2 or more entities which happens anytime in the market by any means for a purpose
- c. interaction between 2 or more entities which happens anytime any place by for business
- d. interaction between 2 or more entities which happens anytime any place by any means for a purpose

**Question 4**  
Not yet answered

Customer Journey is:



# Pilota kopsavilkums

- [Final versions\pilot-summary ISMA.docx](#)



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