

C4 - `Start-ups and advertising`

Exchange of students – Spain. Feb 2023

Participants: 5 chosen students from each partner school, aged 13-16 and coming from diverse backgrounds. One of these Ss at least falls into the category described in the above section. Thus, 25 Ss will be attending the meeting altogether. 10 Ts will accompany them-the coordinator and a language or ICT teacher, or other teacher chosen for the international event based on his/her involvement in working with Ss on project related activities and any other criteria relevant in the methodology of selection applied. The host school will also make a similar allocation of Ss – no less than 6 Ss will actively partake in all the events-25 Ss will offer accommodation for guests and several other Ss will help organizing the event.

During C4 meeting, the hosts will organize a variety of workshops with the purpose of teaching and offering chances to practice about advertising to Ss; workshops about the meaning/importance of advertising, types of advertising strategies and how they can develop advertising strategies. Ss are then given a business idea, split into mixed groups, and asked to collaborate in order to find ways of promoting the business idea by the help of some advertising strategies.

Through the organization of C4, we aim to:

- Teach Ss the importance and value of advertising, advertising forms, methods of delivering advertisements, online advertising platforms
- To encourage Ss to work and interact with their peers in a productive way for creating an advertising plan/strategy
- To allow participants to interact with and connect to peers from other cultures and countries, to find out similarities and differences between themselves
- To allow students to make cultural discoveries about Turkey, and about Turkish people`s lifestyle and traditions
- To broaden the cultural knowledge of the participants and to raise awareness of the project's European dimension
- To encourage Ss to spend time with their peers/host and experience life in the partners` country
- To provide participants with an overview into the Turkey region's economic life and; to enable them to identify opportunities finding prospects for start-ups by conversations and interactions with entrepreneurs;
- To enable host Ss and Ts to improve their organizational and planning skills

-To improve the communication skills of all participants and to raise the level of their self-confidence in a multicultural environment

Expected results:

- the workshop advertising materials
- the common strategies for advertising created by Ss
- Interviews made with some local entrepreneurs
- Initial/final evaluation tools
- Participants` feedback
- Photos
- The partner's recorded diary of the entire week
- Report designed by the host
- Attendance certificates
- Observation documents made by the accompanying teachers