



DIVET is an Erasmus+ Project that will be implemented between periods December 2018- December 2020

The project is going to develop a joint qualification between 3 VET organisations focusing on marketing skills, exporting skills and soft skills. Internet based and social media sales since a 3-month apprenticeship period will be a pre-condition in order to complete the course successfully. The course is going to be 480 hours; 362 hours of e-learning and 118 hours of classroom.

Project Partners

Action Synergy SA, Greece

<http://action.gr/>

Federation of Attica and Piraeus Industries, Greece

<http://www.svap.gr/>

Harmonia 1 LTD, Bulgaria

<https://harmonia1.com/en>

Industrial and Business Education and Training Institute – SEV, Greece

<https://www.sev.org.gr/en/>

MAKRO, Turkey

<https://makroconsult.com.tr/>

Sdruzhenie Bulgarska Targovsko – Promishlena Palata, Bulgaria

<https://www.bcci.bg/>



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Joint Qualification for Export Specialists

Via Internet and Social Media



<http://divet.eu/>

December 2018 - December 2020

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Aim



Develop the skills of young people interested to work in the field of internet based and social media exports in order to increase their employability and provide enterprises trained professionals which possess their necessary skills to cover the needs.

Curriculum

Curriculum on export-related, marketing-related and soft skills will be developed under fifteen topics such as;

Export-related skills

- ✓ Product Knowledge
- ✓ Exporting process
- ✓ Export legislation
- ✓ Effective business communication
- ✓ Export data collection & management

Marketing-related skills

- ✓ Basic principles of marketing
- ✓ E-mail marketing
- ✓ Social media management
- ✓ E-trade platforms
- ✓ Website management
- ✓ Search Engine Optimization

Soft Skills

- ✓ Time management
- ✓ Problem solving
- ✓ Creativity
- ✓ Adaptability

A joint qualification profile is going to be developed in cooperation with enterprises and sector representatives. The entire model is going to be piloted for the academic year 2019-2020.



During this piloting implementation, it is expected to involve

- 80 VET students and
- 80 SMEs working in the field of exports and willing to follow the digital swift.

Expectations



The VET students will

- increase significantly their knowledge, skills and competencies in the sector
- acquire international and work-based experience
- increase their employability



The SMEs will

- be able to find employees with the required skills more easily
- increase their influence in the development of VET curricula
- ensure that curricula will meet with their needs and be more engaged in apprenticeship



VET organisations will

- improve their innovative training offer
- increase their internationalization
- improve their cooperation with companies and labor market