



NEWSLETTER 2
March 2023

Transnational Meeting in Spain

During the month of February, the Second Transnational Meeting took place in Alcoi, Spain. The project partners had the opportunity to review and evaluate the project's progress as well as to set the future steps for all upcoming activities.

Project Results

I'M NEW project will produce two main results.

R1. Innovation in Marketing – Online Course

R2. Manual of NFE activities on the topic of innovation in marketing

R1: INNOVATION IN MARKETING - ONLINE COURSE

The online course contains theoretical content which addresses the development of marketing skills and competences required in the current labour market, in the following new arising areas: digital marketing, nano marketing, social media marketing, and neuromarketing. The course is estimated to be finalized and available in 5 different languages (English, Portuguese, Spanish, Lithuanian, and Irish) by the beginning of April 2023.

R2: MANUAL OF NFE ACTIVITIES ON THE TOPIC OF INNOVATION IN MARKETING

The second result provides the practical part, which will support youth workers, trainers, facilitators, and coaches to apply the acquired knowledge in the topic of innovation in marketing, through Non-formal education activities. This will target the needed skills and competencies required in the emerging marketing jobs in the new fields of digital, nano, social and neuro marketing.