



ENGLISH



**DIGITAL  
MARKETING**

Co-funded by  
the European Union



– The future of neuromarketing

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## LATEST UPDATES

### ONLINE COURSE

We are pleased to announce the successful completion of our comprehensive online course on digital marketing, nanomarketing, neuromarketing, and social media marketing.

This course has been designed to equip you with the latest insights and tools you need to compete in the ever-evolving world of marketing. Whether you are a student or just curious about the world of marketing, this course is for you. Stay tuned to learn how to access this valuable resource!

### UPCOMING EVENTS

The I'M NEW project organises events in each partner country – Portugal, Spain, Lithuania, and Ireland.

### INNOVATION IN MARKETING – PILOT TESTINGS OF THE ONLINE COURSE & THE MANUAL

In our pursuit of excellence, we are organising pilot tests of the online course and non-formal education activities in all partner countries: Portugal, Spain, Lithuania, and Ireland. These pilot tests will provide us with valuable feedback to refine our materials and ensure that they meet the diverse needs of learners across Europe.

This initiative aims to bridge the gap between theoretical knowledge and practical application in the areas of digital marketing, nanomarketing, neuromarketing, and social media marketing. Through hands-on experiences and collaborative learning, participants will gain insights that can lead them to innovation and success in their careers.

We encourage youth and youth workers in partner countries to contact our local partners for up-to-date information on pilot schedules and how you can participate.

Stay tuned as we continue to make strides in digital marketing and equip people with knowledge and skills that promote their success in the digital age.