



OBJECTIVE

- > This project aims to provide young people with key neuromarketing skills to improve their employability in a competitive job market. Through practical training aligned with digital marketing trends, it helps bridge the gap between youth skills and market needs, empowering participants with both professional and transversal competencies.

CONTACT US



[associacaovrmarketing](#)



www.vrmarketing.pt



projects@vrmarketing.pt



 Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade

FUTURE
FOCUS

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Future Focus is a local European Solidarity Corps project that will take place in Vila Real between January 2026 and December 2026.



Consumer Behavior & Decision-Making



Emotional Design



Data Analysis for Marketing



Digital Storytelling



Digital & Social Media Strategies



CONTEXT

The youth unemployment rate in Portugal remains high, and the job market is increasingly competitive. Digital and neuromarketing skills give young people a strong advantage, as companies seek professionals who understand decision-making processes, emotions, and data in marketing.

