



Agrupamento de Escolas Marcelino Mesquita

Newsletter

Erasmus + Project

One Fits all ? Introducing Soft drinks onto the Portuguese and German Markets.

Short-term Joint Staff training event in Dusseldorf - 1st - 5th December 2019



ERASMUS Program supports entrepreneurship project

A teacher training in modern marketing and digital tools for teaching took place on December 2, 3 and 4 2019 at the Walter Eucken Berufskolleg School (WEBK) in Düsseldorf , and this meeting / training marked the beginning of a bilateral school exchange partnership, KA-229, between the WEBK and Marcelino Mesquita School Grouping (AEMM) of Cartaxo.



[Waltessquita Beverages](#)

The project called WALTESQUITA Beverages, foresees the creation of a new non-alcoholic beverage, which can be marketed in both countries, Germany and Portugal, targeting young people, aged between 12 and 20, using a market segmentation based on demographic criteria.

Students in the areas of Economics, Management and Cookery and Pastry will be challenged with a real situation : the development and marketing of a product that addresses the internal/external market. Students will be working in mixed teams, thus promoting interdisciplinary, collaborative and intercultural work, in order to enable them to acquire social, language and digital skills, among others, which are highly demanding in the labour market.



The latest Trends in Marketing

[Visit our website](#)

The Portuguese and German teachers involved in the project will be guiding and monitoring all the work to be developed by the students, based on knowledge acquired in the training that

addresses the latest trends in marketing (digital marketing, e-commerce, imove and other digital tools) aimed at teaching these specific areas.

The Portuguese team of teachers (Carla Simões, project coordinator and English teacher; Ana Joaquim and Cristina Rodrigues, Economics/Management teachers; Nadine Jeremias, Kitchen and Pastry teacher) also had the opportunity to make their first contact with the efficient dual German system, attending German lesson and students' presentations about their experiences in the workplace. In this system the students attend two days of classes per week, and in the remaining 3 days they are integrated as trainees in German companies, with whom they sign annual contracts and where they weekly apply the theoretical knowledge. During the lessons, many of them taught in English, there is an intense dynamic and exchange of work experiences of the students integrated in big, medium and small companies. The discussions are always contextualized with the contents taught.



Since it was a vocational school specialized in Marketing and Economics, it was to expect the acquisition and consolidation of knowledge in the area of Marketing. The perception was made that Traditional Marketing (when a company's communication is made on offline channels such as television, radio, newspapers, printed products) has evolved, thus resulting in the emergence of Digital Marketing. That is to say, communication and marketing actions made in the online environment: websites, blogs and social networks with the purpose of disseminating and/or selling companies, products or services, are considered essential tools for business success. Teachers learnt about other marketing tools, such as the creation of sample videos, so that the marketing plan could meet the needs and expectations of the target audience, young people

from 12 to 20 years, the so-called Generation Z, marked by the use of new communication and information technologies. Therefore, it is essential to study their needs, preferences and tastes, so that it is possible to design the beverage accepted in both markets.



A commitment was made that by April 2020, the date when the AEMM will host the 22 German students, a comparative study of existing products in both markets will be carried out and evaluated by sensor, so that product design will be developed in synchrony and harmony of tastes and flavours. At the same time, the strategic marketing plan will be designed in accordance with the data obtained from the market study. Students will also have the opportunity to visit local retailers and resellers to market the beverage.



The teachers involved made a very positive evaluation of this training and also commit themselves to multiply the event in their subject areas.