



STEAM BO.SS

boosting soft skills

Marketing strategy for a new spin-off

Italian Pilot Project_2



Sapere utile



UNIMORE
UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA



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1. Title

“Marketing strategy for a new spin-off”

2. Topic

Atobit (www.atobit.it) is a software house specializing in custom-made software. Students must prepare a marketing strategy to launch this new company spin-off, Atobit Formazione, maintaining a communication consistent with the parent brand Atobit.

Specifically, they would like to create:

- dedicated page on the Atobit website
- editorial plan for social media
- Google campaign
- creation of an event on site to make themselves known

For Atobit, it is important that students train and develop these soft skills during the project:

- **Curiosity:** constant desire to learn and update on digital tools, trends and behaviors that by their nature evolve quickly;
- **Data analysis:** knowing how to interpret metrics and KPIs to optimize campaigns;
- **Creativity:** thinking outside the box, trying to always find new ways while keeping the mind active and not sitting on a "we've always done it this way";
- **Listening and proactivity:** understanding requests and proposing solutions without fear;
- **Planning:** knowing how to organize one's activities to complete tasks in the agreed time.

3. Age range

The group's students range in age from 19 to 35 years old.

4. Number of participants:

21 students of our post diploma course (digital + event coordinator)

5. Description of the project:

ORGANISATION OF ACTIVITIES:

Nº of hours	Date	Activity
3	May 27 th	project start
3	June 9 th	checkpoint meeting with teacher/trainer
3	July 2 nd	checkpoint meeting with teacher/trainer
3,5	July 14 th	final presentation

Day 1 – May 27th: Project start

Division into groups.

- Each group must complete the tasks listed below by the end of the lesson:
- Structure the work group by distributing tasks to the various team members and assigning organizational roles. Identify, at least, the group manager, who will relate directly to the PM and the client.
- Give the work group a name.
- Write a list of information that you would like to receive from the client company
- Structure your work until the next meeting and describe it. Create a timing or Gantt. Remember that, during the project, you have to keep track of every changes that will be necessary, in order to monitor you progresses and better structure your work.
- Write an email to the PM by 04/30 where you will list:
 - the members of your team
 - the manager
 - the organization of your work until the next date (tasks, dates, objectives)
- Organize a call with the company contact person. This call must be organized in concert with the other groups and taking into account the contact person's agenda.

Work for the next meeting

Prepare a slide presentation that covers the following points:

- Communication for your group: name, logo, graphic format for the slides.
- Who is the company that has been entrusted to you, how is it positioned on the market and compared to competitors, how and where does it communicate, the sector etc... competitor or reference player.
- Analysis of competitors and reference players: who are they, what do they do, how do they communicate.
- Study the company's products/services and describe the main ones.
- Research types of events made by other companies in the same sector or others that may be interesting to propose to the customer. Find at least 3 types of events to propose to the customer.
- Analysis of the company's digital and social presence: how many and which profiles does it have, how does it use them, coherence of communication, how is the website structured and organized.

Day 2 - June 10th: checkpoint meeting with the teacher/trainer

Group presentations of what has been achieved; feedback from the PM.

Work for the next meeting

- Structure a strategy that takes into account both the digital aspect and the event that will be organized.
- Propose a digital presence setup for the Atobit spin-off.
- Propose a marketing campaign to promote the courses. This digital campaign must have narrative, graphics, target and a time frame.
- Structure a precise action plan to implement the proposed campaign:
 - Create an editorial plan for the proposed marketing campaign
 - Define control KPIs for the campaign during and at the end
 - Propose posts and ADV with images and texts
 - Describe the event in its particularities

Day 3 - July 2nd: checkpoint meeting with the teacher/trainer

Group presentations of what was accomplished; feedback from the PM.

Work for the next meeting

Prepare a slide presentation describing the choices made to the client.

Day 4 - July 14th: Final presentation

Final presentation of the groups to the PM, the client and all those present of the work

PBL is the technique used for this project. Students will have the opportunity to engage with the subject teachers who supported them during the classroom courses and will receive continuous feedback from the Project Manager and tutors, both through structured moments (2 checkpoint meetings) and more informal ones (based on the students' needs).

6. Didactic hours

(estimated duration of the training)

From 27th of May to 14th July – 33 hours

7. STEAM approach

S – Science

- Students use empirical methods to gather and interpret data (e.g., metrics from a Google campaign).

T – Technology

- Use of digital tools (social media, Google Ads, content creation tools, data analysis platforms).
- Analysis and proposal of a digital strategy: website, social channels, online campaigns.

E – Engineering / Project Management

- Organization and planning of the work using Gantt charts and role assignments.
- Structured analysis and real-world problem-solving (PBL – Problem Based Learning).
- Ideation and execution of an on-site event, including all related logistics.

A – Arts

- Creativity in visual content creation (logo, social graphics, event materials).
- Storytelling and narrative development for digital campaigns.
- Website and visual identity design, ensuring coherence between the parent brand and spin-off.

M – Mathematics

- Analysis and interpretation of KPIs and metrics (CTR, CPM, conversions, etc.).
- Campaign budgeting and financial planning.

8. Soft skills developed through the project:

The project is intentionally structured to actively foster the following soft skills, which are also explicitly requested by Atobit:

1. Curiosity

- Essential for researching competitors, trends, digital tools, and innovative event formats.
- Encouraged through independent group work and real-world exploration.

2. Data analysis

- Required for evaluating campaign performance.
- Using data to optimize strategies and actions (digital marketing and communication).

3. Creativity

- Expressed in graphic design (logos, slides, social posts), content creation, and event planning.
- Encouraged by the need to differentiate from competitors and ensure effective communication.

4. Listening and proactivity

- Crucial during the call with the company and in interactions with the project manager.
- Groups must understand real needs and independently propose solutions.

5. Planning (Project management)

- Long-term planning with defined tasks and goals.
- Use of tools like Gantt charts and reports to monitor progress.

6. Teamwork and leadership

- Management of internal group roles (e.g., team manager).
- Collaboration in task distribution and conflict resolution.

7. Public speaking and communication

- Strengthened during the intermediate and final presentations.
- Essential to clearly and convincingly present ideas to the client.

9. Assessment:

- **Pre-post self-assessment questionnaire for students (pre-assessment date: May 27; post-assessment date: July 14):**
 - **pre-questionnaire:** https://docs.google.com/forms/d/1RKVWMQ3z7X_I0pJ-cfQP__Fj1Ks-Z7XwXCz72QX3EIM/edit
 - **post-questionnaire:**
<https://docs.google.com/forms/d/1zWewDkV0BntPmi2mh9yVO16en9xxEFO095JbowuW7ml/edit>
- **Observation Form – Soft Skills Development for Project Manager/Tutor**
(to be completed at the checkpoints and on the final day of the project):
https://docs.google.com/forms/d/1vn_MuHBXGtNTx0yeaJ81iP-ldburA6tB2RZ8Xy-K5ek/edit

10. List of materials

- Computers with internet access
- Design software (e.g., Canva, Adobe) or physical materials to create to packaging (if they want to physically create the prototype)
- Spreadsheet software (e.g., Excel or Google Sheets) for financial calculations
- Markers, pens, paper
- Research materials (internet access for market research, business books, etc.)
- Projector or presentation software (e.g., PowerPoint)

11. Venue

A big classroom with computers, Internet connection, projector and round tables so students can work in groups will be needed.



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