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siner advanced skills institute

ERASMUS+ STRUCTURED COURSE | SCHOOL APPROVAL SUMMARY

# Digital Marketing Strategies for Schools

A concise, shareable overview for teachers, school leaders and Erasmus+ mobility coordinators.

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| **Course code** | LTDMSS23 | **Language** | English |
| **Destination** | Porto, Portugal | **Subject level** | Basic to Intermediate Professional Literacy |
| **Format** | On-site · 6-day programme | **Audience** | School leaders, coordinators & communication staff |

## Educational purpose

Plan an integrated school digital marketing strategy using audience insights, website content, SEO, social media and performance analysis.

## Learning outcomes

- Institutional Digital Marketing Strategy
- School Website & Content Planning
- Social Media & Content Calendar
- Analytics & Campaign Evaluation
- Audience Mapping & Message Design
- SEO & Digital Discoverability
- Email, Community & Channel Coordination
- European Peer Exchange & Institutional Transfer

## Learning activities and methodologies

Programme format: **6-days (30h)**. Participants learn through communication audits, audience mapping, content and channel workshops, performance-analysis tasks and a practical strategy project. They develop one integrated school marketing plan, refining objectives, messages, content, channels and measurement through peer feedback, European exchange and institutional reflection.

## Documentation, materials and practical arrangements

**Certificate of Attendance:** issued for participants meeting the 80% minimum attendance requirement. **Learning Agreement** and **Europass Mobility support** are provided where agreed and relevant; if you need support for additional documents contact our team. Participants have access to a dedicated folder with digital course materials, resources and evidences. **Materials to bring: Laptop.**

## Fees, editions and booking

**Porto fee:** €480 per participant for the 6-day programme. Current edition dates, confirmation status, fee and inclusions must be verified before making non-refundable travel commitments. Pre-enrolment is non-binding and is not a booking confirmation.

**Course details** · **Live course calendar** · **Mobility documents**

**Portugal OID E10201112 / Spain OID E10417947 / Poland OID E10419682**

learningtogether.eu@sinerconsult.pt