



ALL-ECOM PROJECT
“Sector Skills Alliance to set European standards for qualifications and competences in the e-commerce sector”
554486-EPP-1-2014-1-ES-EPPKA2-SSA

WP 6

TESTING PHASE IN SPAIN

Pilot course tested 7.2: “HOW TO DEVELOP AN E-MARKETING PLAN”

Competences tested in the self-assessment tool:

- Unit of competence 6: To formulate e-marketing plans
- Unit of competence 7: To implement and monitor e-marketing plans.

NATIONAL REPORT



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1. INTRODUCTION

The main objective of ALL-ECOM project is to promote the acquisition and improvement of digital skills to prepare the adaptation of workers in the commerce sector to the changes and challenges of the digital economy. With this objective the project has been implemented in three phases:

A previous **research phase** to detect the specific skills and competences that are necessary to develop regarding e-commerce to do the commerce sector more competitive in the digital market.

A later **development phase** in which different training standards, programs, and contents considered as appropriate to meet the training needs detected in the field of e-commerce in the 3 partner countries have been developed.

In this phase an on-line tool has also been developed to self-assess the level of knowledge, skills and competences in areas related to e-commerce. This tool allows users also to know their training needs in these areas. Based on the results of the self-assessment users receive guidance about training resources available that can help them to acquire skills in the areas assessed.

A final **testing phase** has been carried out to test the training materials and tools developed in the previous phase of implementation by the project beneficiaries. The aims of the testing phase are the following:

- ✓ Test the training courses (Mooc's) developed and the project e-learning platform in which the courses are hosted with the project beneficiaries.
- ✓ Test the on-line tool for the self-assessment of competences with the project beneficiaries.

The final aim of this testing activities has been to receive direct feedback and inputs from the project beneficiaries about the main project results (training materials and tools) in order to make improvements in these results based on their opinions, suggestions and proposals raised by final users.

This report reflects the results of the testing phase carried out in Spain following the Guidelines defined by WP leader and agreed by partners. The conclusions presented are mostly result of the information obtained through the assessment made by the participants in pilot courses and in testing of the online self-assessment tool but also through feedback and opinions expressed by experts, trainers and staff involved in the testing phase.

2. DESCRIPTION OF THE ACTIVITY

In Spain the training course and contents of the tool tested has been those developed by the Spanish partners in previous stages of the project (WP4-WP5) as reflected in the graphic:

COMMOND MAP OF QUALIFICATIONS				
COUNTRY	FUNCTIONAL ÁREA	PROFESSIONAL STANDARD	TRAINING STANDARD	COURSE DEVELOPED
		7 UNITS OF COMPETENCES	15 TRAINING MODULES	
ESPAÑA	MARKETING	UC 6 – To formulate e-marketing plans	MODULE 6.1 E-consumer behaviour and needs MODULE 6.2 Market research for the digital commerce of products and services MODULE 6.3 E-marketing planning	COURSE How to develop e-marketing plans
		UC 7– To implement and monitor e-marketing plans	MODULE 7.1 Organization of e-marketing activities: Action Plan MODULE 7.2 Developing e-marketing plans MODULE 7.3 Monitoring and Evaluation of e-marketing plans	

Activity 1 – Testing of the training course

The course tested in Spanish has been “**How to develop an e-marketing plan**”, that tries to give training answer to the needs of qualification identified in the area of digital marketing.

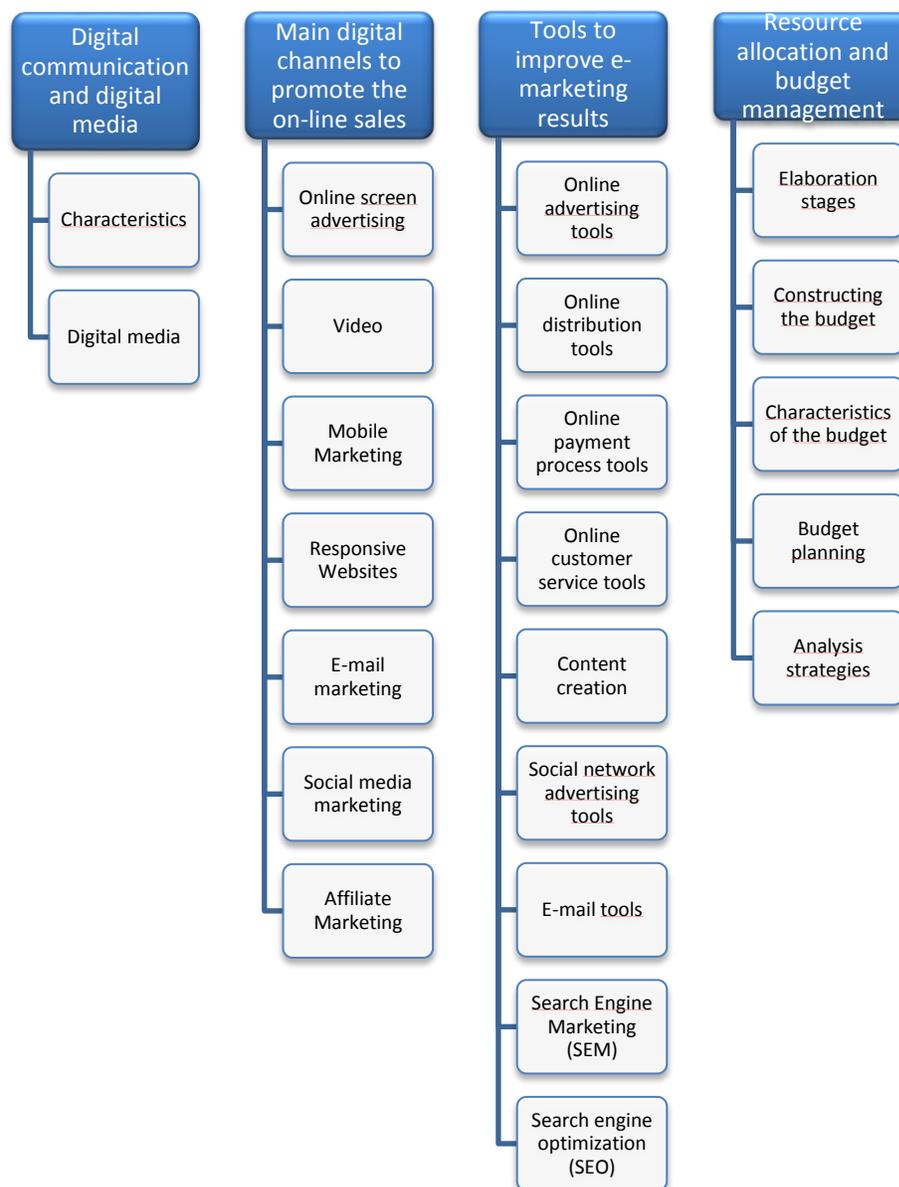
This course develops the contents of the training module 7.2 “Developing e-marketing plans” that is connected with the Unit of competence 7 “To implement and monitor e-marketing plans”.

COUNTRY	FUNCTIONAL AREA	COURSES TESTED
SPAIN	MARKETING	UC 7 (Training Module 7.2) Course “How to develop an e-marketing plan”

The **learning objectives** of the course are:

- ⇒ To identify digital media to use the development of an e-marketing plan.
- ⇒ To compare and select channels and digital tools to develop an e-marketing plan.
- ⇒ To organize the technical, human and material resources to develop the activities of the marketing plan.
- ⇒ To use techniques and management tools to implement an e-marketing plan.

The **learning contents** are described in the following conceptual map:



The course have been developed in MOO´c format by our technological partner IBECOM, and it is hosted in the e-learning platform of the project accessible through the project web site: <http://www.allecom.org/index.php/es/>

Activity 2 – Testing of the on-line tool for the self-assessment of competences on e-commerce

Each implementing country has organized a testing activity to assess the tool developed for the self-evaluation of competences on e-commerce.

The objective of this testing activity is to experiment the tool, to self-assess the competences on e-commerce, to detect training needs in the project target group and to guide them to training activities, courses and programs to acquire or improve their competences about digital commerce.

The contents of the tool tested in Spain are those related to the Units of Competences developed in the area of Marketing as reflected in the previous graphic:

UC 6 – To formulate e-marketing plans;

UC 7 – To implement and monitor e-marketing plans

The tool is based on a series of questionnaires for the self-assessment the competences also developed by the Spanish partners. These questionnaires include a battery of questions about knowledge, skills and competences necessary to carry out an activity related to e-commerce in a professional context. The base to develop these questions are the units of competence developed:

- ✓ Questions about Knowledge:
The objective of these questions is to evaluate what the participants know about the topic.
- ✓ Questions about Skills:
The objective of these questions is to evaluate if the participants understand or are able to apply theoretical knowledge in a real professional context (job skills)
- ✓ Questions about Competences:
The objective of these questions is to evaluate if the participant have the personal or social abilities to apply knowledge and skills in a professional context.

The English version of the tool consists of 7 questionnaires, which respond to the 7 units of competences developed in the project. The Spanish version of the tool includes two questionnaires of the two Units of Competences defined by the Spanish partners. The same in Portuguese and German version.

The tool is hosted on the project's website in the different partner languages plus English:
<http://www.allecom.org/index.php/en/on-line-tool>

See attached Annex 12 - Self-Assessment questionnaires of the on-line tool

3. METODOLOGICAL APPROACH

Activity 1 – Testing of the training course

The course “**How to develop an e-marketing plan**” has been tested in a pilot training course of 25 hours of duration that took place from January 2018 to February 2018.

- Participants in the pilot course: Project beneficiaries – workers, employers and entrepreneurs of the commerce sector.

Applicants for the course have been provided with a registration form to collect their data and to verify they have the profile required. *See in attached in Annex 6– Registration forms-Pilot course.*

A total of 57 participants have been enrolled in the courses.

- Training methodology and resources

The learning process has developed using a **blended learning methodology**, which combines individual study on-line through an e-learning platform with traditional classroom sessions. The distribution of hours have been the follow.

COUNTRY	HOURS ON-LINE	HOURS IN CLASSROOM
SPAIN	20	5

The on-line part of the course have been performed using the open resources (MOOCs) of the courses that are allocated in the learning platform: <https://learning.allecom.org>.

The classroom sessions have been an important part of the learning process, to solve issues, to exchange experiences among participants and to get direct feedback from them about the pilot course.

The testing phase in Spain has been organized in 2 training editions, one with classroom session in Madrid managed by FETICO (35 participants enrolled; 33 participants certified) and another one with classroom session in Barcelona managed by SOC (22 participants enrolled; 8 participants certified).

COUNTRY	NUMBER OF PARTICIPANTS IN THE PILOT COURSES	NUMBER OF COURSES
SPAIN	41	2 with training sessions in Madrid and Barcelona

Participants have been provided with the following supporting materials:

- The Didactic guide of the course, which provides information related to the training contents.
- The e-learning platform Guide, which provides information related to the use of the on-line platform.

Different staff from Spanish partners have been involved in the testing process:

- An external training tutor who has supported participants in both editions of the course: Madrid and Barcelona. The tutor has been available to guide and support participants in their individual learning experience in the on-line part of the course and also in the classroom sessions.
- Two coordinators have given support to participants in organizational issues one in FETICO and one in SOC.
- One person in IBECON has given technological support to participants.

- Evaluation of the activity by participants

As the main objective of the pilot course is to receive feedback from participants about the course participants have been required to fill a questionnaire to know their opinion and level of satisfaction with the training materials and the organizational aspects of the pilot courses. This evaluation questionnaire has been available on the e-learning platform. *See attached Annex 12 -Self-Assessment questionnaires of the on-line tool*

- Evaluation and Certification of the training process

Participants who have taken part in the training courses have received a “Certificate of achievement of learning outcomes” provided that they have met the following requirements:

- ✓ To perform 100% of the course duration. This will be checked with the time of connection in the platform and the attendance to the classroom session.
- ✓ To visualize all the training contents.
- ✓ To get a minimum of 70% of correct answers in the final evaluation test.
- ✓ To deliver and pass all proposed tasks and activities.

Participants who did not meet these requirements have obtained a “Certificate of participation” provided that they met the following criteria:

- ✓ To perform a minimum of 50% of the course duration (12hs out of 25h). This will be checked with the time of connection in the platform.
- ✓ To visualize at least 80% of the training contents.
- ✓ To get a minimum of 50% of correct answers in the final evaluation test.

See attached Annex 11 - Certificates.

Activity 2 – Testing of the on-line tool for the self-assessment of competences on e-commerce.

In Spain project beneficiaries have experimented the tool and self-asses his/her competences on e-commerce regarding the following units of competences:

- UC 6 - To formulate e-marketing plans;
- UC 7 - To implement and monitor e-marketing plans.

A total of 86 answers to the questionnaires have been obtained: 48 in UC6 and 38 in UC7

COUNTRY	NUMBER OF PARTICIPANTS IN THE TESTING	UNTIS OF COMPETECE TESTED
SPAIN	48	UC 6 To formulate e-marketing plans
	38	UC 7 To implement and monitor e-marketing plans

The testing activity has been implementing as an oriented process supported by an activity coordinator in two sessions (in Madrid and Barcelona) in which participants have registered on-line, accessed to the tool and completed the questionnaires corresponding to one or both units of competence.

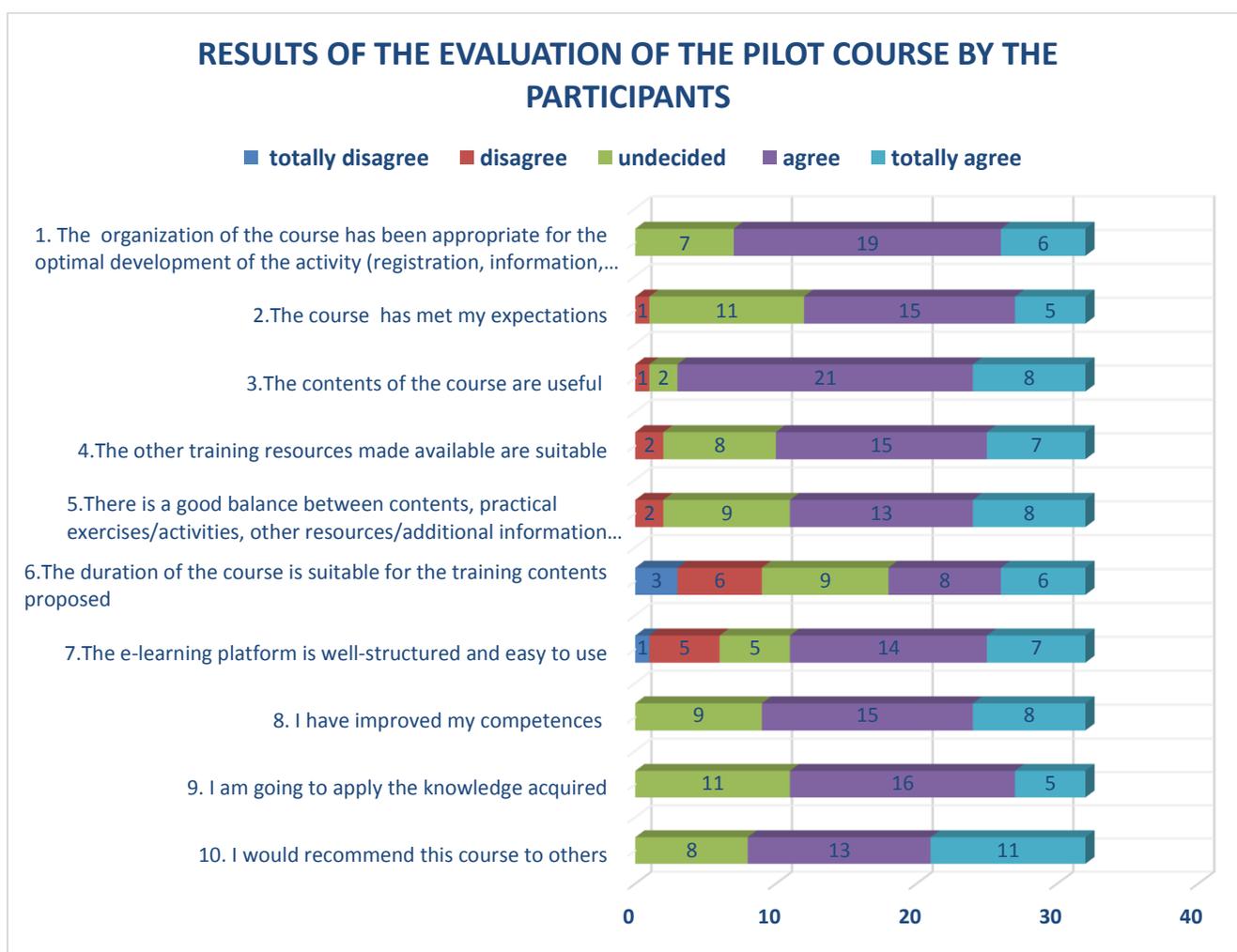
At the end of the process participants were asked to fill in an online satisfaction evaluation questionnaire to know their opinion about the tool. This questionnaire is available on the tool
See attached Annex 13 - Evaluation questionnaire - Self-assessment tool.

4. ANALYSIS OF RESULTS

Results of the testing phase (pilot course + self-assessment tool) have been obtained mainly through the evaluation of the activities made by the participants and the data collected from the satisfaction questionnaire filled by them in the e-learning platform and on-line tool.

1 – Results of the testing of the training course

The training course has been tested by a total of 41 participants in the two editions of the pilot course, but only 32 of them filled the satisfaction questionnaire since its completion was voluntary.



The data indicate that the level of satisfaction with the course has been very high. The results obtained in each evaluation item can be summarised as follow:

1. The **organization of the course** has been considered appropriate for the optimal development of the activity by 78% of the participants.

Comments of the participants to this item:

- *More information regarding how the course was structured and about the practical activities.*
- *It is a course easily accessible online. The monitoring of each activity is very clear.*

2. The course has met the **expectations** of 62% of the participants;

Comments of the participants to this item:

- *Yes, now I have a more extended and professional vision of digital marketing*
- *Yes, but I would need more explanations.*
- *Yes, I have acquired new knowledge about the topic.*
- *No, the course didn't fulfilled my expectations because my marketing skills are very low.*
- *Yes, I expected a course that would give the opportunity to deepen on certain topics of digital marketing. I have lacked videos and more practical examples.*

3. The **training contents** has been rated as useful or very useful by 91% of the participants.

Comments of the participants to this item:

- *I found the course very interesting and useful especially for those people who work with these tools in their day to day job.*
- *The duration should be longer. To follow all training contents it is needed more time.*
- *Yes, very useful, it is what you see today in communications and digital media.*
- *Yes, because despite not being very expert on the subject at least I have acquired concepts that give me new knowledge.*
- *Yes. It makes you see the online advertising world in another way.*

4. The **training resources** made available for participants have been considered suitable by 69% of them.

Comments of the participants to this item:

- *Resources have been adequate*
- *The platform is very complete, offers many possibilities to organize, program, interact, etc.*
- *More hours are needed to be able to follow the course.*
- *It has been difficult for me to understand certain concepts and carry out activities because the lack of previous knowledge.*
- *It would be good to have the support of visual tutorials.*

5. The **balance between theoretical and practical contents** has been rated as good or very good by 66% of the participants.

Comments of the participants to this item:

- *Some practical exercises/activities are not easy to understand.*
- *Some practical exercises require more theoretical contents to do them.*
- *Some contents are missing to know how to do some practical exercises.*

6. The **duration of the course** is suitable for the training contents proposed for a 44% of the participants but the rest of participants disagree with course duration for the reasons they express in the open questions.

Comments of the participants to this item:

- *The course must have more hours.*
- *It should be more extensive and with more face-to-face classes.*
- *More hours are needed*
- *Many practical activities for the limited time available*
- *More face-to-face training.*

7. The **e-learning platform usability** has been rated as well-structured and easy to use by a 66% of the participants.

Comments of the participants to this item:

- *The structure is very completed and offers very good organization and follow-up*
- *A bit messy at the beginning*
- *The usability of the platform leaves a lot to be desired. It is not intuitional!*

8. About the **improvement of competences on digital marketing** and future **application of knowledge acquired** at the end of the training process, 72% of the participants consider they have improved their competences on e-marketing and 66% of them think they are going to apply the knowledge acquired in this field.

Comments of the participants to this item:

- *I have improved my knowledge about digital marketing.*
- *It has been very interesting to know in an academic way the digital publicity with which we live.*
- *I will try to put knowledge acquired into practice*
- *I acquired knowledge that I did not have*
- *Many things learned that will be very useful for my work, my Facebook page, etc.*

9. Finally, participants have been asked if **they would recommend this course to others** and 75% of them state that they would recommend it.

Comments of the participants to this item:

- *Of course I would recommend it, the course is good, necessary and useful, and the only thing to mention is that the profile of participants should be people with some previous knowledge in social networks and marketing.*
- *Yes, it's interesting*
- *Yes, but improving some aspects*
- *Yes, it is very interesting for people who already have a previous base.*

In general we can say that 72% of the participants in the pilot course express a positive reaction about the training experience.

Strong and weak points underlining by the participants about the pilot course:

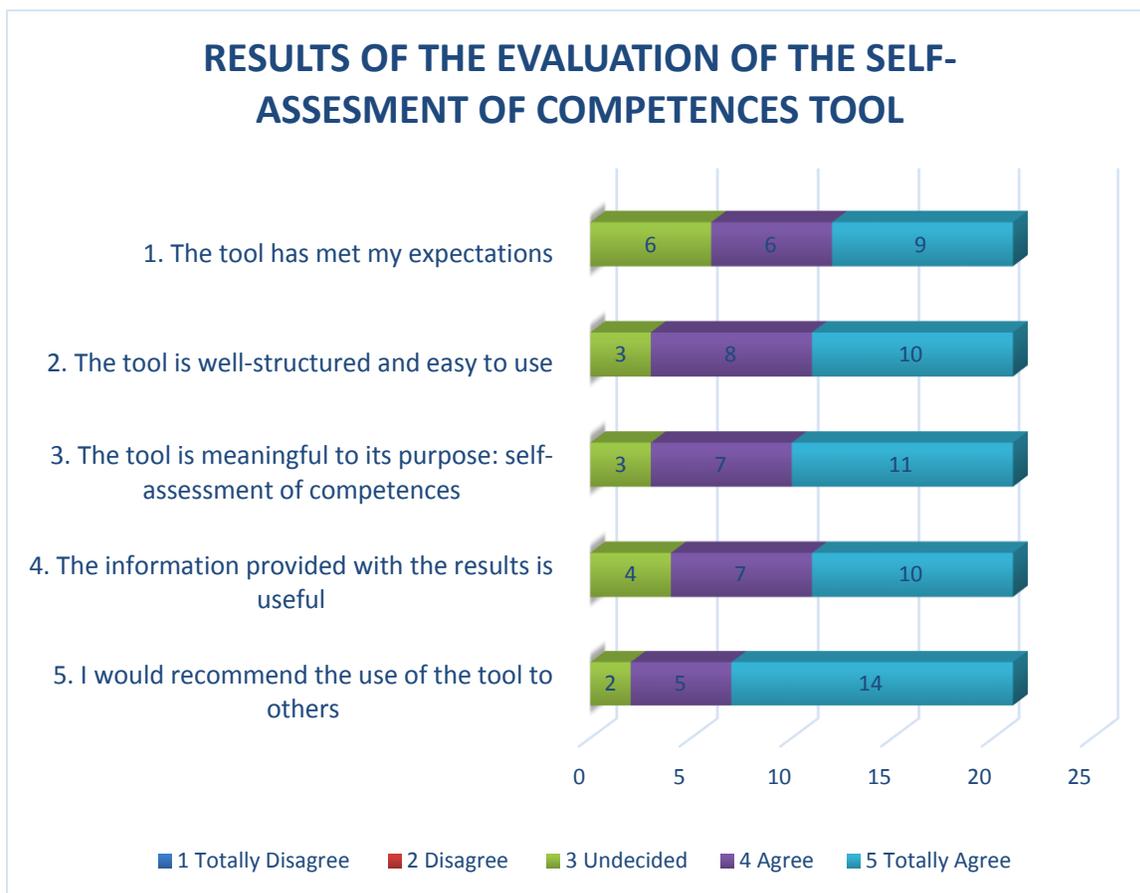
THE BEST OF THE COURSE	ASPECTS OF IMPROVEMENT
<ul style="list-style-type: none"> ✓ The face-to-face training but it should be at the beginning of the training period because it clarifies many concepts useful to follow the course. ✓ The structure of contents. ✓ To know how important it is today to use social networks and everything that can be done to sell a product on-line. ✓ The acquisition of knowledge in this important topic ✓ The flexibility of the training method. ✓ The training platform is very good. ✓ The information and resources provided to carry out the course. ✓ Both the platform and the contents. ✓ If I have to highlight something serious, the academic vision of the publicity that surrounds us in our day to day. ✓ The flexibility in organizing your own training schedule. ✓ The course in good and enriching. ✓ The rapid response of the tutor and the information and feedback and provided by him. ✓ The acquisition of new knowledge about digital marketing ✓ The practical part. 	<ul style="list-style-type: none"> ✓ The duration of the course must be longer. ✓ More communication with the trainer, more hours for the realization of the course and more explanation for the development of the training. ✓ The system should be corrected in the evaluation tests. I would change the retry options in the evaluation tests by placing a maximum of two attempts. ✓ The face-to-face training should have been at the beginning, for a better understanding of the contents of the course as well as the extension of these contents. All this will facilitate the development of practical exercises. ✓ Face-to-face class at the beginning of the course and some more in between, with a longer time of completion. ✓ The course duration should be longer. ✓ More contents and explanation on how to budget a marketing plan. ✓ The platform is too basic and does not attract the learners. I find formative videos and a more intuitive design necessary. There are failures such as repetitions of questions in the final questionnaires that must be corrected.

<ul style="list-style-type: none"> ✓ I have learned many things that I did not know. ✓ The introduction to the world of communication and digital advertising, now I will see it in a more conscious way. ✓ The concepts of digital marketing acquired and how, where they apply. ✓ It makes you see the advertising world in another way. In spite of being every day watching advertising campaigns in the media this course allows you to learn to differentiate concepts that previously you did not notice. 	<ul style="list-style-type: none"> ✓ Some exercises are very complex. ✓ The support links are in English, they must be in Spanish. ✓ Sometimes the language is very technical. ✓ I have missed practical and visual examples that will accompany and complement the theoretical part of the course. ✓ Enrich the platform with support videos. You could even distinguish between the base and complementary information for those who wish to deepen on a specific issue. ✓ It is an interesting course to be able to do it with more face-to-face classes and more hours of dedication. ✓ It is necessary to have previous knowledge about the field to follow the course.
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2 – Results of the testing of the on-line tool for the self-assessment of competences.

The self-assessment tool has been tested by a total of 48 participants in the two editions of the testing session that took place in Madrid and Barcelona. All of the participants tested the questionnaires related the unit of competence unit 6 *To formulate e-marketing plans* and 38 of them fulfilled also the questionnaires of unit of competence 7 *To implement and monitoring e-marketing plans*.

From the 48 participants, 21 answered to the evaluation questionnaire made available online in the tool. The results obtained in each evaluation item can be summarised as follow:



1. The tool has met the expectations of a 71% of the participants.
2. 86% of the participants agreed or totally agreed that the tool is well-structured and easy to use.
3. 86% of the participants agreed or totally agreed that the tool is meaningful to its purpose: self-assessment of competences
4. 81% of the participants agreed or totally agreed that the information provided with the results is useful
5. 90% of the participants state that they recommend the use of the tool to others.

According to these figures we can say that the evaluation of the tool by participants has been evaluated very positively in all aspects asked.

Participants have also been requested to give feedback about utilities they found in the tool and aspects of improvement. These are the comments of participants to this items:

WHAT UTILITY YOU FIND IN THE TOOL?	WHAT ASPECTS SHOULD BE IMPROVED?
<ul style="list-style-type: none"> ✓ Useful to self-assess my competences on digital marketing. ✓ It seems a very interesting tool to know training resources. ✓ It is helpful to know if I am ready to accredit my competences. ✓ Very useful to be used in the definition of competences on e-marketing ✓ Self-assessment of competences. ✓ It gives you information about topics and concepts in which you would need to improve skills or acquire knowledge. ✓ Important to evaluate my skills and knowledge in digital marketing ✓ It is a direct information, very compressed but fast in its analysis. ✓ Self-evaluation of knowledge in the area of e-commerce. 	<ul style="list-style-type: none"> ✓ Some visual aspects of the questionnaires can be improve ✓ The training resources proposed could be more specific. ✓ Differentiation by colour of the units of competence ✓ The explanation of the questions could be more extensive to clarify them more. ✓ The writing of the questions, some are confusing. ✓ The design of the tool could be more friendly ✓ The structure of the tests could be clearer ✓ The result of the test shouldn't be just a percentage, it will be more helpful you receive information about the issues in which you must improve your knowledge. ✓ More questions in the test and the possibility of open answers. ✓ More time to complete the questionnaires

Among the additional comments of the participants:

- ✓ *The most interesting thing I find is the possibility of continuing with your own personal learning process with the training resources and courses proposed once the self-evaluation has been carried out.*

5. CONCLUSIONS

The general conclusions of the testing phase are based mainly on the evaluation made by the participants that filled the satisfaction questionnaire but other kind of feedback about the results tested have also been considered as opinions of training tutors, training experts, project staff and other key agents involved.

1 – Conclusions of the testing of the training course.

After considering all the information available about the pilot course we can conclude that:

- For a better achievement of learning objectives it is convenient in future editions that participants of the course have prior knowledge or experience on the subject (marketing) and on the use of technology and social media. It is also necessary taking into account that the course defines learning objectives that correspond of level 4 of European Qualification Framework-EQF

This aspect has been evidenced in the evaluation of the participants to the pilot courses because the different level of knowledge/experience have determined not only the course follow-up and level of accomplishment of the learning objectives but also de opinions of participants about the different aspects of the pilot course as level of complexity, training methodology and duration of the course. Due to this fact it is suggested to concrete the previous level of knowledge and/or experience required to follow the course.

- The training contents and learning resources provided have been evaluated as useful, well-structured, adequate, and business oriented, nevertheless some improvements are proposed as a better balance and link between theory and practice contents and a revision of some exercises to try to explain them more clearly.

- The e-learning platform has been valued as well structured and user-friendly, but some participants suggest to improve some visual aspects on the platform and introduce some dynamic contents as videos.

- Regarding the training methodology proposed, the blended learning approach has been well accepted by participants considering as positive aspects the flexibility in the organization of their own learning process and the utility of the classroom session to exchange information and views with tutor and with the rest of participants.

An important point to consider is the duration of the course due to the numerous proposals received to extend the duration. More than 56% of the participants consider 25

hours of duration are not enough taking into account not only the amount of theoretical contents included but also the number and complexity of the activities and practical exercises proposed.

There are also some suggestions to have the classroom session at the beginning of the training process for a better understanding of key concepts useful to follow the course. Those participants with low level of digital skills propose to have more face to face sessions along of the training process.

- About the level of compliance with the main purpose of the training- the improvement of professional competences of participants, we can say that this objective has been achieved taking into 72% of participants consider they have improve their competences on e-marketing and 66% of them think they are going to apply the knowledge acquired.

In summary, we can conclude the training course has been evaluated very positively by the participants. Relevant to mention is the high level of involvement and compliance with the learning objectives of participants: from 57 participants initially enrolled 82% have completed the training process (47 participants) and 87% of them (39 participants) have meet all the criteria to get the “Certificate of achievement of learning outcomes”. *See attached Annex 11-Certificates.*

2 – Conclusions of the testing of the on-line tool for the self-assessment of competences.

After considering all the information available about testing of the self-assessment tool we can conclude that the level of satisfaction of participants with the tool is high regarding usability, functionality, utility.

The tool has also been considered meaningful for its purpose - the self-assessment of competences on digital marketing, but other utilities of the tool have been considered by participants in the testing as: detect training needs, define new competences on e-marketing, access to information on open training resources available on digital marketing.

Participants have suggested some interesting improvements in the visual aspects of the tool as the differentiation of the units of competences by colours for a clearer structure of the questionnaires. Other improvement suggestions about questionnaires raised by participants are: more time to complete them, a more detailed and clear explanation of the questions, more questions and the possibility of open answers.

The “Open Training Resources Guide” provided on the platform at the end of the self-assessment process have been also very well valued by participants as a way to organize an individual training pathway that cover the training needs detected by each participant.

In summary, we can say that the tool has been positively valued by 86% of the participants.

ANNEXES

The following Annexes are attached to this Testing Report:

PILOT COURSE

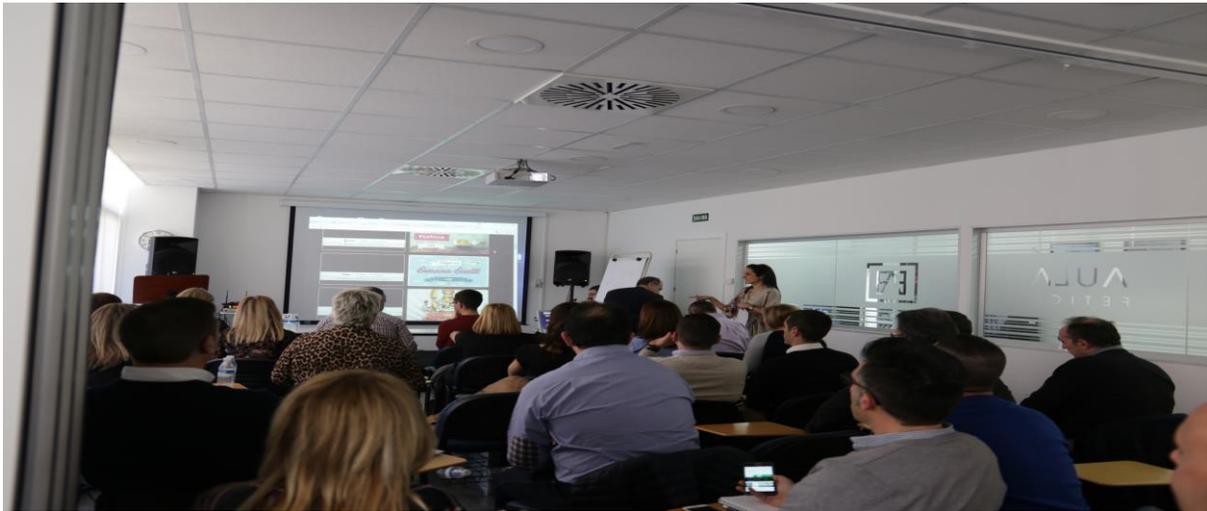
- Annex 1 - Brochure_Pilot course
- Annex 2 - Presentation_Testing phase
- Annex 3 - Communication to participants Beginning of the course
- Annex 4 - Didactic Guide
- Annex 5 - E-learning Platform_User's Guide
- Annex 6 - Registration forms_Participants pilot course
- Annex 7 - Attendance List_In classroom session
- Annex 8 - Participants Assessment Results_Group 1-Madrid
- Annex 9 - Participants Assessment Results_Group 2-Barcelona
- Annex 10 - Evaluation questionnaire-Pilot Course_Results
- Annex 11 - Certificates

ON-LINE TOOL FOR SELF-ASSEMET OF COMPETENCES

- Annex 12 - Self-Assessment questionnaires_On-line Tool
- Annex 13 - Evaluation questionnaire-Model_On-line Tool
- Annex 14 - Open Training Resources on e-commerce Guide

PICTURES

Pilot Course- Group 1- Madrid. In classroom session



Testing of the self-assessment tool- Group 1- Madrid.



Pilot Course- Group 2- Barcelona. In classroom session

