

# Towards Digital Marketing in Technical and Vocational Education and Training in Ghana

## DigiMarkt

### What is DigiMarkt Project?

✂ The aim of Digital Technical and Vocational Education and Training (DigiMarkt) in Ghana is to empower training providers and learners to enhance their digital readiness for Technical and Vocational Education and Training (TVET). Defining the future skills needed for TVET graduates in the digital era and aligning these skills with the unique local Ghanaian context will help achieve the project's aim.

✂ The project will involve participants in co-creating DigiMarkt, as well as improving the skills of teachers, trainers, and mentors in innovative tools, online pedagogies, teaching techniques, cutting-edge technologies, and trends in digital marketing in TVET. The course will provide opportunities for youth by empowering them to use digital transformation tools and models to apply technical and vocational education in practice.

✂ For the purpose of skills transfer, interested institutions and organizations seeking to reinforce the capacity and attractiveness of TVET will have access to the DigiMarkt approach to ensure sustainability. As part of the project's sustainability plan, an online micro-learning unit on DigiMarkt will be made available in English to all interested organizations and learners through the project partners.

✂ The project will have a duration of two years and will be implemented by Steinbeis Beratungszentren (SBZ), Slovak University of Agriculture in Nitra (SUA), Int@E, Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development (AAMUSTED), Bolgatanga Technical University (BTU), and Cape Coast Technical University (CCTU).

The project is focused on:

- TVET, addressing youth with a high school certificate, as well as university graduates, and in a broader vision of lifelong learning.
- Providing teachers and trainers with new digital skills and competencies.
- Providing learners with new digital skills and competencies, including digital marketing; and
- Toolkits to support TVET providers in implementing DigiMarkt

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## kick-off meeting

We are thrilled to share the highlights of the DigiMarkt Kick-Off Meeting, held from February 7-8, 2025, in Leipzig, Germany. The event marked the official launch of the "Towards Digital Marketing in Technical and Vocational Education and Training (TVET) in Ghana" (DigiMarkt) project, co-funded by the European Union under the Erasmus+ VET Programme.



## Key Highlights from the Meeting

### ◆ Project Launch & Welcome Address

The event commenced with a warm welcome from Dr. Riyadh Qashi (Int@E UG), who introduced the project's objectives. Jonathan Barth (SBZ Coordinator) officially launched the project, emphasizing its role in supporting disadvantaged students through digital marketing skills development.

### ◆ Partner Presentations & Work Package Discussions

Representatives from Steinbeis Beratungszentren (SBZ), Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development (AAMUSTED), Bolgatanga Technical University (BTU), Cape-Coast Technical University (CCTU), Slovak University of Agriculture in Nitra (SUA), and Int@E UG shared insights into their roles in the project.

## Key Highlights from the Meeting

The discussions revolved around:

- ✓ **WP1 (Management & Coordination)** – SBZ led discussions on project timelines, roles, and committee formation.
- ✓ **WP2 (Needs Analysis & Research)** – CCTU is spearheading a survey to assess the digital marketing landscape in TVET institutions.
- ✓ **WP3 (Training & Innovation)** – SUA in Nitra is developing training programs for startups and youth enterprises.
- ✓ **WP4 (Quality Assurance)** – Int@E UG outlined the project's quality control and evaluation framework.
- ✓ **WP5 (Dissemination & Outreach)** – AAMUSTED is leading awareness efforts through a dedicated project website, workshops, and media channels.

### ◆ Key Decisions & Next Steps

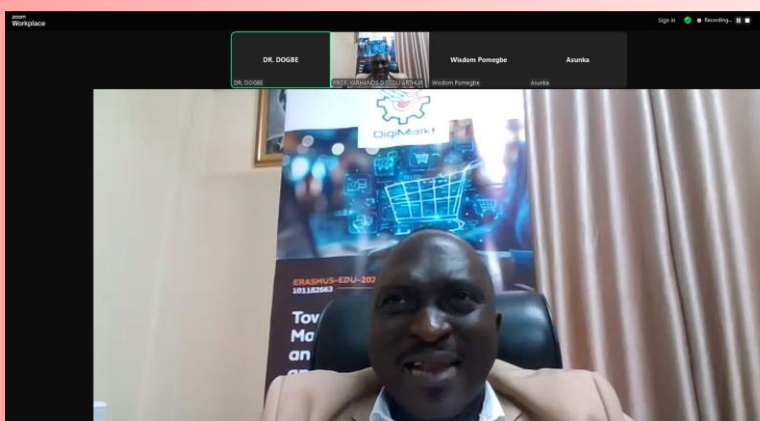
- ✦ Project Website – AAMUSTED & Int@E UG will develop the platform by March 15, 2025.
- ✦ Training Program – The first training session is set for April 28 - May 2, 2025, in Nitra, Slovakia.
- ✦ Next Management Meeting – Scheduled for May 2-3, 2025, in SUA in Nitra.
- ✦ Collaboration & Communication – Partners will use email, Google Drive, WhatsApp, and social media to ensure seamless coordination.

#### ♦ Local Coordinators Meeting in Ghana

✂ On March 12, 2025, the coordinators from the HEIs in Ghana (AAMUSTED, BTU, and CCTU) held a local meeting via Zoom. The local coordinator for Ghana, Prof. Yarhands Dissou Arthur, chaired the meeting.

✂ As part of the agenda, the coordinators discussed the upcoming training and management meeting scheduled for April 28 to May 2, 2025, in Slovakia. The roles of the individual universities were also reviewed.

✂ The next agenda item was the development of courses in alignment with Deliverable 3.2 of the project. Members were given until the end of March to finalize the various courses developed by their respective universities.



#### Quality Evaluation and Assurance

The quality plan for the DigiMarkt project is presented to ensure strict adherence of all project pieces and outputs to the Quality Assurance procedures, through the Quality Plan. The QP is a key element for the successful development of the DigiMarkt project, to achieve the objectives and outcomes beyond the lifetime of the project. The QP will ensure that all outputs, milestones and deliverables have good quality.

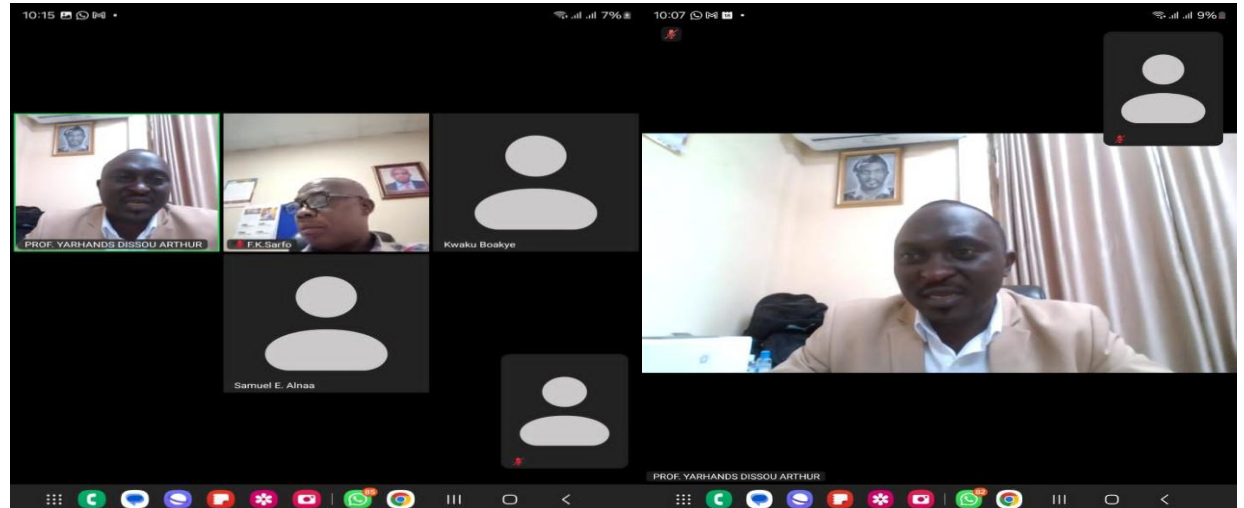
The first version of the quality plan was developed by the INT@E in Germany and the final version was developed by both INT@E and BTU.

#### Dissemination Planning

The Project dissemination plan aims to effectively disseminate information about the project activities and to communicate its outcomes to diverse audiences such as teaching staff, students, trainees, administrative staff, technical staff, and the local community to ensure the project's sustainability.

The dissemination strategy on how the project outcomes are shared with stakeholders, relevant institutions, organizations and individuals will be through project website and social media handles. Also, distribution of promotional materials such as rollups, posters, brochures, e-newsletters as well as organization of relevant events such as seminars, info days, workshops, tester course workshops, training sessions, webinars, etc. will enhanced the project dissemination.

The first version of the dissemination plan was developed by Int@E in Germany and the final version was developed by AAMUSTED in Ghana.



**DigiMarkt:** Towards Digital Marketing in Technical and Vocational Education and Training in Ghana

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## Where to Know about DigiMarkt:

### • Web and Social Media



Link:

<http://digimarkt.aamusted.edu.gh/index.html>



Link:

<https://web.facebook.com/profile.php?id=61573911154661>



Link: <https://x.com/DigiMarkt592823>

Tag: DigiMarkt



DigiMarkt



Link:

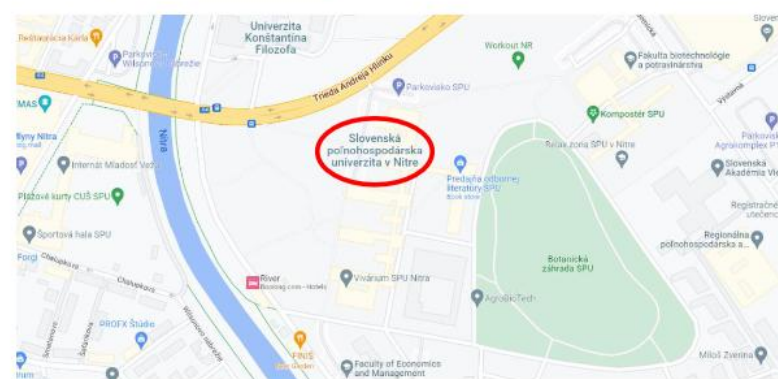
<https://www.linkedin.com/in/digimarkt-tvet-83703b354/>

- Partner HEIs
- [AAMUSTED](#)
- [BTU](#)
- [CCTU](#)
- [SUA](#)

## Upcomming Events:

- Staff Training and Management Meeting in Slovakia

Locate us via Google Maps: [CLICK here>>>](#)



Rector's Meeting Room (Main building, ground floor)



## HOW TO GET TO NITRA

<http://www.uniag.sk/en/how-to-get-to-sua-in-nitra/>

Nitra is easily accessible from the nearest international airport in Vienna (Austria) by car or by bus.

From Vienna (Austria) - to Bratislava (40 km) - to Nitra (100 km) (total 140 km from Vienna to Nitra)

Car order options:

Websites in English available, with the option to request an offer with a contact for English speakers:

<https://roben.sk/en/airport-transfer/>

<https://cartrans.sk/en/index.html>

Website with English Google translation available:

<http://www.schwechatexpress.sk/>