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

ERASMUS+ VET Programme

DigiMarkt Number: 101182663

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Prepared by Steinbeis Beratungszentren GmbH

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**AKENTEN  
APPIAH-MENKA  
UNIVERSITY**  
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Development*



**Steinbeis-Beratungszentrum  
Zukunftssicherung**



**BOLGATANGA  
TECHNICAL UNIVERSITY**



**SUA**  
Slovak University  
of Agriculture  
in Nitra

## What is the DigiMarkt Project?

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✧ The DigiMarkt Project, titled Towards Digital Marketing in Technical and Vocational Education and Training in Ghana, aims to empower training providers and learners to strengthen their digital readiness for Technical and Vocational Education and Training (TVET). By identifying future skills needed by TVET graduates in the digital era and adapting these skills to the Ghanaian context, the project contributes to a more practice-oriented TVET landscape.

✧ DigiMarkt supports the development of digital marketing competences and creates practical learning opportunities for students. The project also strengthens the capacity of TVET institutions to integrate digital tools into teaching practice and to provide learners with skills that are relevant for future employment.

✧ The project is implemented by Steinbeis Beratungszentren GmbH (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).

## Introduction

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In March 2026, DigiMarkt partners met in Ghana for an on-site exchange with the Ghanaian partner universities AAMUSTED and Cape Coast Technical University (CCTU). The visit brought together Jonathan Barth and Prof. Dr. habil. Gernot Barth with local project representatives to discuss the current state of implementation and the next steps of the project.

The meetings focused on the practical development of DigiMarkt within the Ghanaian TVET context. A short presentation on the general objectives of the project was also given during the visit, providing

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a shared starting point for further discussion.

After several project activities in Europe, the visit to Ghana offered an important opportunity to look at implementation directly where the project results are intended to create value. It helped to connect project planning with institutional reality and to discuss how the DigiMarkt approach can be further embedded at the partner universities.

## On-site exchange with Ghanaian partner universities

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A central element of the visit was the direct exchange with the local DigiMarkt teams at AAMUSTED and CCTU. The partners discussed the progress achieved so far and reflected on how the project activities are being received within the universities.

The meetings created space for open conversations about the practical side of implementation. Instead of focusing only on formal project reporting, the exchange allowed partners to speak about experiences, remaining needs and local expectations. This was especially valuable because the success of DigiMarkt depends on how well project outputs can be connected to daily teaching practice.

The discussions showed that the project has moved into an important implementation phase. After the training of teachers at the European partners last year and the subsequent development of training formats, attention is now turning increasingly to the use of the resources created through DigiMarkt. The partners therefore used the visit to review what has already been achieved and where additional support is still needed.

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## Established digital marketing labs

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One of the most important points of the visit was the review of the digital marketing laboratories established through the project. These labs are a core part of DigiMarkt's practical learning approach and are intended to provide students with access to digital tools for training in TVET-related digital marketing.

During the visit, the partners inspected the newly furnished facilities and discussed their use for upcoming project activities. The labs demonstrate that DigiMarkt is not limited to conceptual work, but also creates tangible infrastructure at the partner institutions. They provide a basis for hands-on learning and for the further development of digital marketing courses.

The on-site review also helped to identify smaller technical issues that still needed attention. In particular, the partners discussed the need for a stable and continuous internet connection to ensure that the labs can be used reliably in teaching practice. Following the exchange, these remaining issues could be addressed so that the labs are better prepared for regular use.

This practical follow-up was an important result of the visit. It showed how direct communication between partners can help to solve implementation challenges quickly and in a way that responds to the needs of the local institutions.

## Strengthening cooperation through direct dialogue

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Beyond the technical and organizational aspects, the visit strengthened the cooperation within the DigiMarkt consortium. Meeting on site made it possible to understand the local project environment more clearly and to build a stronger connection between the project partners.

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The personal exchange was particularly important because DigiMarkt is built on cooperation across different institutional contexts. Direct dialogue helps partners to better understand how project activities are experienced locally and how future steps can be prepared in a realistic way.

The conversations in Ghana underlined that successful project implementation requires more than deliverables. It also requires trust between partners and a shared understanding of what is needed on the ground. The visit therefore contributed to the project not only by reviewing progress, but also by strengthening the working relationship within the consortium.

## Outlook

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The partner visit to Ghana marked an important step in the ongoing implementation of DigiMarkt. With the digital marketing labs now established and remaining technical issues addressed, the project is moving closer to the practical use of its results at the partner universities.

In the next phase, the consortium will continue to focus on applying the DigiMarkt approach in teaching practice and on supporting the Ghanaian partner institutions in using the new infrastructure effectively. The insights gained during the visit will help to align upcoming activities more closely with the needs of AAMUSTED and CCTU.

The visit confirmed the importance of combining project management with direct exchange on site. For DigiMarkt, this remains essential to ensure that the project results are not only delivered, but also become useful in the everyday context of TVET institutions in Ghana.

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## Gallery



Project partners at Cape Coast Technical University CCTU

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

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