

Case study 1

An international partnership among universities has designed its teaching offer for the academic year 2022-2023. The candidate should explain:

- The general communication strategy for the promotion of the teaching offer;
- The specific social media strategy (Facebook, Instagram and Twitter) with particular reference to the detailed editorial plan in terms of themes, outputs and costs;
- An example of a multimedia post for Facebook;
- An example of a multimedia post for Instagram.

Case study 3

An international partnership among universities promotes meetings, presentations, seminars and comparative activities with public administrations and businesses on opportunities for the collaboration in research and technology transfer. These activities include for each partner university:

- Two focus groups (one for public administrations and one for businesses)
- A barcamp where universities, enterprises and public administrations can talk about and share their experiences.

The applicant should explain:

- The general communication strategy;
- The specific social media strategy (Facebook, Instagram and Twitter) with particular reference to the detailed editorial plan for themes, outputs and costs;
- An example of a multimedia post for Facebook;
- An example of a multimedia post for Instagram.