



ევროკავშირი
საქართველოსთვის
The European Union for Georgia



Annex A

Project Name: You Tube branded channel for vocational programs video lessons and promo clips

Location: Imereti region

Sum requested:

Project proposal

Organizations try a variety of ways to communicate with the target audience. This process is of strategic importance to the company's success, as the initial stage of its existence, as well as the subsequent phases of the operation.

The world economic crisis, the decline in marketing expenses of the organization is essential for branding but the principles of the company's market position in the continuous mode is necessary. In this case, attention should be paid to the selection of channels that provides a minimum of time with lower costs for the delivery of a message to a targeted group. Technological developments have created a real need for a mode of communication. Social media marketing and e-marketing strategy is an integral part of the space projects. This same trend is evident in Georgia, as in other countries worldwide. The traditional form of marketing campaign effectiveness loses, because it rapidly and effectively replaces the exponent of social media projects.

The number of users of social networks is growing. Its rapid global spread of social media to promote specific, important for such products, such as efficiency, rapid transfer of information and the possibility of two-way communication.

Social media as a marketing communication element of Georgia's strategic importance for organizations and companies. Social Media Research is particularly relevant for such companies who are trying to deliver a message to a global audience with minimal costs for marketing and brand positioning in the market.

Akaki Tsereteli State University carries out, 56 subject based and 11 modular program . In addition, the ever-growing number of people interested in the vocational programs.

Professional programs to promote and raise awareness about them, it is appropriate to Youtube branded channel and the studio, which produced the video and visual material, special programs for professional video tutorials and lectures, uploaded promos and animated videos. The above-mentioned project stakeholders will inform the University of the professional programs, and will help the students better assimilate the training material.



Studio and made Youtube-'s branded channel in the ready-to videos, as well as employers to provide information on graduates' skills and competencies, to increase general public awareness of the opportunities, which offers vocational education programs.

Project location	ATSU
Number of beneficiaries (direct /indirect)	Direct 300 VET students; Indirect: People interested in the VET sector, general public.
Local and National partners	NA
Project duration (months)	4 months 12.04. -31.07 .2017
Project Budget (GEL)	9900 GEL
Activities	Production of audio clips Production of video clips Production of branded video adds

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