

Resilience and digital marketing skills

An interdisciplinary training approach for adults with refugee backgrounds.



Wheats spikes as a best sample of resilience against storm

The Erasmus plus project, organized in Athens and Munich, combined multiple disciplines, pedagogy, digital media and psychology, for the benefit of adult refugees.

The reason of the project was to increase the resilience levels of refugees who came to Germany and Greece in recent years by increasing their knowledge and skills in the field of digital marketing. Because the resilience levels of the refugees were low due to both immigration and post-conflict traumas. The pandemic has exacerbated this even more because they could not reach social environments and the language barrier negatively affected them. On the other hand, with the pandemic, digital marketing has increased all over the world and in Europe and it turned into an opportunity.

Project aims to promote resilience of adult refugees against crisis by improving their digital marketing knowledge, skills and competences. In the project lifecycle online and hybrid digital marketing training, resilience building activities and several sectoral info

and national regulations seminars organized. During the hybrid education, visits were made to the workplaces of the refugees who work alone and do not leave their workplaces. Digital marketing training is done one-by-one in one's own workplace. So, a total of 117 adult persons with refugee background participated in the trainings, seminars and resilience building activities.

In parallel with the project activities, academic research was conducted in which quantitative and qualitative methods were applied together. The aim of the study was to determine whether improving the digital marketing skills of refugee adults has an effect on their personal resilience levels.

According to the results of the research, developing digital marketing skills of refugee adults has been effective in increasing their personal resilience levels.

Article was one of the concrete outputs of the project describing project activities and project's methodology in detail. This article will be shared as open access both on the project web page and on the web pages of partner institutions without any limitation.

At the end of the project two digital marketing learner support centers developed and launched. After the project, potential participants will be able to register to the system free of charge and access the videos, presentations and documents produced in the project.

The project is an innovative project with the aspects mentioned below.

Originality: In the project, a hypothesis that has not been tried before in projects or in literature has been piloted from a different perspective. After the pandemic, it was tried to increase the resilience of refugees by increasing their digital marketing skills, and finally a successful result was achieved.

Addressing Unmet Needs: The project addressed a need not addressed by existing approaches. IT knowledge and skills for an underserved and disadvantaged group were developed, and service was provided.

Effective Use of Technology: In the project, the field of IT was combined with the field of pedagogy and psychology in meaningful and effective ways and two learning centers were established.

Data-Driven Approach: In the project, the resilience levels of the participants were measured by pre-test, post-test and qualitative research. The studies were analyzed and supported by quantitative and qualitative data.

Interdisciplinary Approach: In the project, various disciplines such as psychology, information technologies and pedagogy were brought together to offer holistic solutions to a complex problem.

Student-Centered Design: In the project, the wishes and demands of the participants were kept in the foreground. In support of online training, environments have been created where experts and participants can meet one-by-one. Thus, tailor made training was organized.

Scalability and Repeatability: The concrete outputs that emerged after the project were made available through Erasmus+ Project Results platform as open source. In addition, the whole process of the project has been turned into a research topic and turned into a scientific article. The project methodology is also explained in detail in the article. Thus, the project can be scaled again, and its repeatability is facilitated.

Lessons learnt from the project is project activities to be carried out with adult refugees should be handled with an interdisciplinary approach. Psychological support and resilience-building activities for refugees are as important as academic and vocational training.

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