



CREATIVE PROBLEM SOLVING, GENERATION OF BUSINESS IDEAS AND DIGITAL MARKETING FOR INTERNS

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What and who are entrepreneurs?

EU defines entrepreneurship as a **transversal competence**, which applies to all spheres of life:

1. fostering **personal development**,
2. **active participation** in society,
3. **(re)entering** the labor market as an employee or self-employed,
4. **starting ventures** (cultural, social or commercial).

Opportunities + ideas + value for oneself and others.



Problem solving

What is a **PROBLEM**?

A problem arises when a person/ group/ society has **a goal**, but does not know how to achieve this goal....

a challenge, **a situation** that causes **discomfort** and we want to **change** it.

What is **PROBLEM SOLVING**?

The process of **figuring out how to achieve a goal** and **get to a desired state**.

What is creativity?



Intelligence

is an innate and acquired **ability to think and learn**



Academic

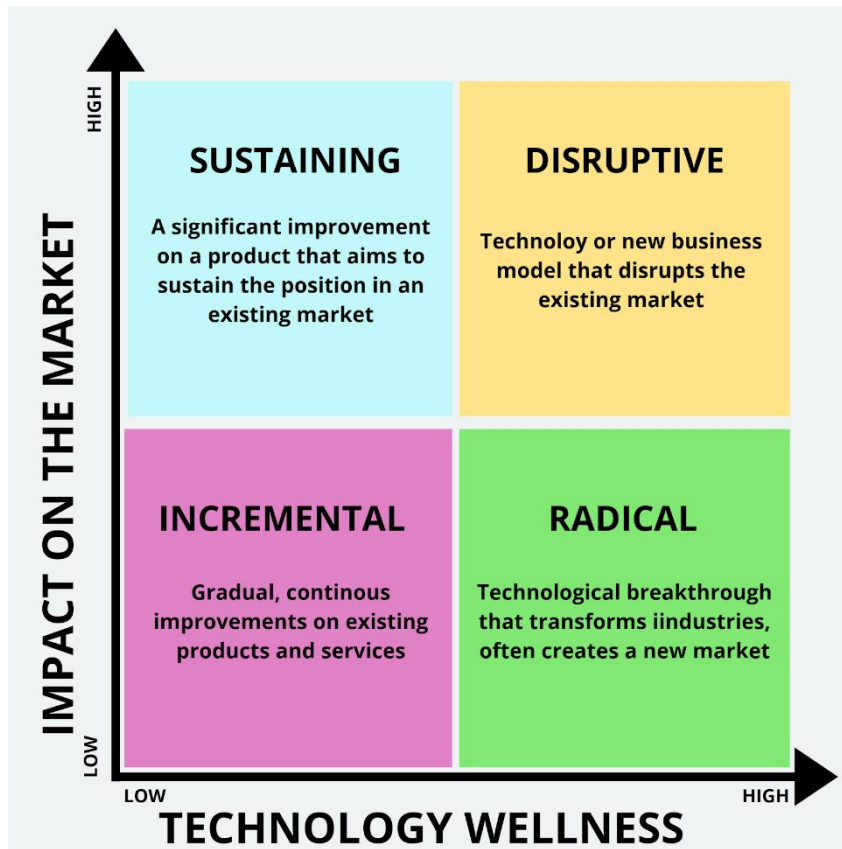
achievement results in a **diploma after years** of lectures, exams and theses



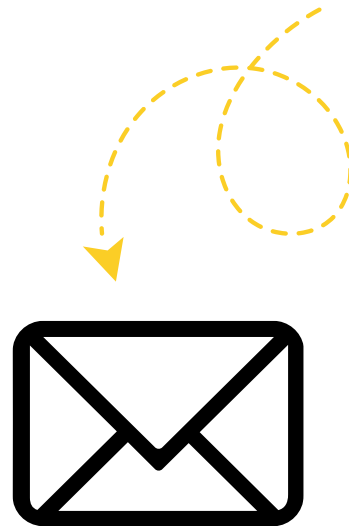
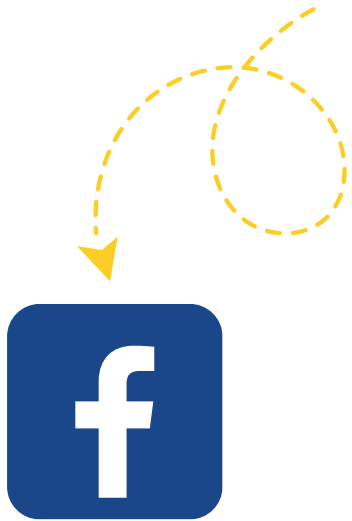
Creativity

is a **skill to redirect your thought in new directions**

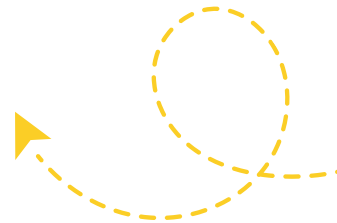
Types of innovations



WHAT IS DIGITAL MARKETING?

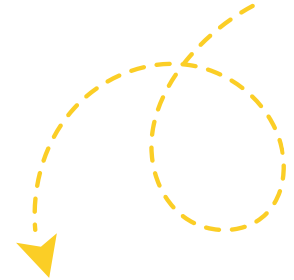


~~DIGITAL MARKETING IS PROMOTION,
SALES AND ADVERTISING ON THE
INTERNET~~



DIGITAL MARKETING IS THE SAME AS TRADITIONAL
MARKETING JUST ON DIFFERENT MEDIA.

TYPES OF DIGITAL MARKETING



- EMAIL MARKETING
- CONTENT MARKETING
- SEARCH ENGINE OPTIMIZATION
(SEO)
- SOCIAL MEDIA MARKETING

Creating content for communication



DISCUSSION



Your opinion



Is it useful for future?



Where can you use it?



Which part was your favorite and why?



Thank you
