



Participant Report Form – Call 2022 – KA1 – Learning Mobility of Individuals – School education, Adult education and Vocational education and training

<p>participant: Alexander Pilsz</p> <p>activity type: Job Shadowing</p> <p>Start: 25.03.2024</p> <p>End: 27.03.2024</p>	<p>Sending organisation Bundeshandelsakademie und Bundeshandelsschule Voitsberg</p> <p>Hosting organisation: Travelmania GmbH</p> <p>Mobility ID: 62043-MOB-0009</p>
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Please briefly describe the activities you have carried out during your mobility period.

At first I took care that the students get to the airport safely and make it to their apartment after arrival. Since the apartment was not equipped as described I took care of some organisational tasks. Since I speak Spanish I could solve some problems for the students since English is not spoken by everybody. The students and us teachers spent most of our time at the Tennis Academy Valencia where the students were working. Since one of the main tasks of the student was to manage online marketing activities and I am a business studies teachers, I helped the students understanding their tasks and translated where needed. I also learned a lot of practical insights how private corporations deal with the topic of online marketing in their company. This is very helpful for me, since I teach online marketing as part of our curriculum and also assist students in writing their thesis in this subject. Therefore I will use the practical insights as part of my lessons from now on.

What did you learn as a result of participating in your mobility activity? Please try to be specific and mention concrete skills that you have improved and knowledge that you have gained.

Since I teach business studies and we also focus on online marketing I gained a lot of practical insights. I learned how a private corporation works with SEO, creates social media campaigns and creates websites. The CEO of the corporation took a lot of time to guide us through his business strategy which can be very helpful since we also teach business in our lessons. It also learned how my students work in a new environment and what challenges they face. I will use that knowledge to prepare them better for the transition from school to practice. Seeing what knowledge they acquire in class and what skills they need in practice helps me improve my lessons and allows me to offer more practical input.

Do you have any other comments about your Erasmus+ mobility experience? Are there any specific positive or negative aspects that you would like to mention?



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