HEIComp

Bridging the Gap Between Student
Competences and Working Life Needs

E-BOOK

INTRODUCTION TO INTERNATIONAL
PROJECTS -HEICOMP DISSEMINATION
AND COMMUNICATION

HEIComp Dissemination and Communication

Countries: Brazil, Paraguay and Finland

Context

- **HEIs:** UNI, LAUREA
- **Students involved:** 21
- **Period:** 2024

Project challenge

Expand HEIComp's presence and relevance in Latin America

Objective

- Strengthen HEIComp brand recognition through social media.
- Achieve the KPIs defined in the communication and dissemination strategy.
- Engage students, teachers, and partners in HEIComp's digital channels.

UNI

- **Teacher:** Susana Lugo & Rodrigo Servián
- **Subject:** Business III
- **Course:** Public Accounting
- **Organization:** U.Experience (Brazil)
- **Activity:**
  - Identify the platforms used by HEIs in Argentina, Brazil, Colombia, Mexico, and Paraguay.
  - Analyze regional differences.
  - Understand the behavior and preferences of the target audience.
  - Collect data.
  - Develop customized content proposals (videos, images, reels).

LAUREA

- **Teacher:** Tero Uusitalo & Marja Isokangas
- **Subject:** WLC Projects
- **Course:** Service Design, Digital Marketing and Sales, International Business, Project Managers
- **Organization:** U.Experience (Brazil)
- **Activity:**
  - Diagnosis of user profiles in Argentina, Brazil, Colombia, Mexico, and Paraguay.
  - Develop marketing materials.
  - Define an engagement strategy for social media and the website

International Dimension

- Online meeting between LAUREA teachers/students and the Brazilian organization (U.Experience) to define project objectives
- E-mail communication between LAUREA and UNI students to align engagement strategy for social networks
- Final session for the presentation of projects between Paraguayan (UNI) and Finnish (LAUREA) students through an online meeting for the brazilian organization

Results

- The students developed skills related to public survey, digital content creation, multicultural teamwork, and data analysis
- The project's deliverables were implemented by the U.Experience