

Module 4
Communication & social Marketing
Exercises from Lesson 1

- 1) Describe your ideal imaginary client through the different profiles.
- 2) Complete the information in the following diagram.

Type Stakeholder	Objectives / interests for your enterprise	How does the stakeholder influence the development of your business?	Approach tactics or strategy	Communication channel you use
Write the answer	Write the answer	Write the answer	Write the answer	Write the answer

3) Answer the questions from the social part of your entrepreneurship. As you have defined your social enterprise ...:

- What is the social change that your company wants to achieve?
- What is the change in behavior you are asking your target audience?
- What benefits do people receive by adopting the behavior you are proposing?

4) The social entrepreneurship is oriented not only to create social value but to create an economic value for its sustainability. Answer the questions:

- List the main features of your product or service.
- What are the benefits of this product or service?
- What needs to be covered by this product or service?
- Why should you buy your products and services and not buy them from the competitors?