



## DIGITAL STORYTELLING (DST): SPECIALIZED ASSIGNMENT 21

### INTERCULTURAL LITERACY 7: DEVELOPING A COMMUNICATION STRATEGY

#### Phase 1) Learn about the current business communication strategy

- Read the instructions and get ready for the project work. Your team of consultants specialises in internationalisation strategy. A small/medium-sized company has hired you to provide it with recommendations for developing a communication strategy for internationalisation to a country in which it is currently not operating.
- Choose a SME and study its current business situation including its communication strategy. Tip: use existing local companies, e.g., those you have worked for or are currently working for.
- Take notes and summarise your key takeaways on Padlet.

#### Phase 2) Selecting the right foreign market for growth

- Select a suitable foreign market. Go through the following [material on international market selection by European Commission](#) to identify the key strategies and criteria that need to be taken into consideration when selecting a new market. The material provides you also with some useful resources where you can find regularly updated data relevant for your analysis.
- Discuss your findings with your team, explain your choice and note down the key ideas on Padlet.

#### Phase 3) Suggesting a communication strategy for the new market

- Your communication strategy is a plan for communicating with the target audience. You need to consider the following questions:
  1. Who are you talking to?
  2. Why are you talking to them?
  3. How and when will you talk to them?
  4. What form of communication should the content take?
  5. What tools and channels should you use to share the content?
  6. What pitfalls may you face?
- In your team, create examples of your communication strategy (e.g., a website main page, newsletter, blog) using both texts and visualisations, and share them with others via Padlet.

