**COMPLEMENTARY SUPPORT PLAN**

**Subject: Technology and informatics Course: 10º Period:** IV **Year:** 2024

**RECOMMENDATIONS**

*Each period the teacher formulates a problematic question or problem situation related to the learning goals that help the student prepare to support their knowledge and competency levels from each area. This process is scheduled for tuesday, october 17 through Thursday, october 20, 2023. The student must review the concepts listed below with the help of class notes, notebook and work guides, in order to present a presentation that shows the acquired competencies.*

1. **Problematizing question**

How to apply ICT tools to analyze the feasibility of a business idea and create a corporate image?

1. **Learning goals**

* Understand the importance of digital tools in the analysis of a business idea.
* Properly use digital tools to build a brand identity
* Create physical and digital marketing strategies to promote your business idea
* Understand the concepts and e-commerce and its usefulness

1. **Academic concepts developed during the period**

* Adobe Photoshop
* Market strategies
* Sales policies
* The electronic marketplace

1. **Bibliographic references**

* Class concepts
* [**https://blog.hubspot.es/marketing/estrategias-de-marketing**](https://blog.hubspot.es/marketing/estrategias-de-marketing)
* [**https://facs.ort.edu.uy/blog/estrategias-de-marketing**](https://facs.ort.edu.uy/blog/estrategias-de-marketing)