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DigiMarkt: Towards Digital Marketing in Technical
and Vocational Education and Training in Ghana
ERASMUS+ VET Programme
DigiMarkt Number: 101182663

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Prepared by Steinbeis Beratungszentren GmbH
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AKENTEN
APPIAH-MENKA
UNIVERSITY
*of Skills Training and Entrepreneurial
Development*



Steinbeis-Beratungszentrum
Zukunftssicherung



BOLGATANGA
TECHNICAL UNIVERSITY



SUA
Slovak University
of Agriculture
in Nitra

What is the DigiMarkt Project?

✧ The DigiMarkt Project, titled Towards Digital Marketing in Technical and Vocational Education and Training in Ghana is aimed at empowering training providers and learners to enhance their digital readiness for Technical and Vocational Education and Training (TVET). Defining the future skills needed for TVET graduates in the digital era and aligning these skills with the unique local Ghanaian context will help achieve the project's aim.

✧ The project will involve participants in co-creating digital marketing courses, as well as improving the skills of teachers, trainers, and mentors in innovative tools, online pedagogies, teaching techniques, cutting-edge technologies, and trends in digital marketing in TVET. The project will provide opportunities for the youth by empowering them to apply digital transformation tools and models in technical and vocational education and training.

✧ For the purpose of skills transfer, interested institutions and organizations seeking to reinforce the capacity and attractiveness of TVET will have access to the DigiMarkt approach to ensure sustainability. As part of the project's sustainability plan, an online micro-learning unit on DigiMarkt will be made available in English to all interested organizations and learners through the project partners.

✧ The project has a duration of two years and will be implemented by Steinbeis Beratungszentren (SBZ), Slovak University of Agriculture in Nitra (SUA), Int@E, Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development (AAMUSTED), Bolgatanga Technical University (BTU), and Cape Coast Technical University (CCTU).

The project is focused on:

- TVET, addressing youth with high school certificates, as well as university graduates, and in a broader vision of lifelong learning
- Providing teachers and trainers with new digital skills and competencies
- Providing learners with new digital skills and competencies, including digital marketing and
- Toolkits to support TVET providers in implementing digital marketing in their practice.

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Introduction

From 20–24 October 2025, representatives from AAMUSTED, BTU, CCTU and Steinbeis Beratungszentren (SBZ) came together in Leipzig for the 3rd DigiMarkt “Train the Trainer” workshop on Artificial Intelligence in Digital Marketing. The intensive training week was followed by the 3rd Management Meeting on 24–25 October 2025, also hosted at Hohe Straße 11 in Leipzig.

The visit marked another important milestone for DigiMarkt: while the first training in Nitra focused on strategic marketing and institutional development, this third workshop deepened the partners’ capacity to use AI tools responsibly in teaching, learning and digital marketing practice in the TVET context in Ghana. Under the guidance of AI trainer Dr. Sergii Kolomiichuk, participants explored foundations of machine learning, practical AI tools, applications in marketing and education as well as ethical and future-oriented aspects of AI.

Key Contents and Highlights from the workshop week

Day 1 – Monday, 20th October 2025: Foundations of Machine Learning and AI

The workshop opened with a full-day introduction to machine learning and artificial intelligence and their relevance for digital marketing in TVET. Participants revisited core concepts such as data, algorithms and model



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training and discussed the differences between traditional programming and learning systems.

Building on this foundation, Dr. Kolomiichuk introduced modern neural networks and large language models (LLMs) and explained how so-called “foundation models” are trained on massive datasets to handle a wide variety of tasks with minimal additional fine-tuning. Key ideas such as tokens, zero / few-shot learning and reinforcement learning from human feedback were presented in an accessible way and linked to concrete examples that participants already know from everyday tools like ChatGPT.

In group work, the trainers reflected on how these technologies can support students and staff in Ghanaian TVET institutions – from content creation for marketing campaigns to supporting learners with explanations, translations and feedback – while also recognizing current technical limitations such as hallucinations or missing source attribution.

Day 2 – Tuesday, 21st October 2025: AI Tools and Prompt Engineering in Practice

The second day focused on practical AI tools and how to communicate effectively with them using prompt engineering. After an overview of the current landscape of AI applications for text, images, video, audio and documents, participants learned when to choose which tool – for example, text assistants for drafting content and reports, visual generators for campaign graphics, or tools that summarize long documents and internal reports.

A central part of the day was dedicated to good prompting practices. The group worked with concrete templates that help to:

- clearly define the role of the AI assistant
- specify the task, audience and tone
- structure outputs into steps, bullet points or tables
- request critical reflection and quality checks



In interactive labs, participants developed prompts for typical DigiMarkt scenarios, for instance: generating value propositions for a TVET programme, designing social media posts for prospective students or drafting e-mails to local stakeholders. They also experimented with meta-prompts that teach others how to write better prompts and explored the idea of

AI personas – such as a “marketing strategist” and a “data analyst” working together in a conversation to evaluate campaign performance.

The day ended with a short session on ethical prompting, where trainers designed prompts that explicitly ask AI systems to highlight risks, show different perspectives and provide balanced recommendations.

Extra-curricular Highlight – Visit to the Process Living Lab of the SEPT Competence Center

In the late afternoon of Day 2, the Ghanaian delegation visited the Process Living Lab (PLL) at the SEPT Competence Center of Leipzig University. The lab is dedicated to using digital technologies to analyze and optimize business processes in small and medium-sized enterprises (SMEs), combining academic research with hands-on solutions for improving efficiency and competitiveness.

During the visit, the PLL team presented selected technological solutions that support SMEs in areas such as workflow analysis, customer experience and process design – for example motion tracking, virtual process simulation, eye-tracking and UX/UI diagnostics.

In an open exchange, the DigiMarkt partners discussed how such tools and methods could be

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replicated or adapted at Ghanaian universities to strengthen university–business linkages, support local SMEs and create practical learning environments for students.

This extra-curricular session complemented the workshop focus on AI and digital marketing by offering a concrete example of how data-driven innovation and living labs can bridge the gap between theory and practice in SME support.



Day 3 – Wednesday, 22nd October 2025: Foundations of Machine Learning and AI

The workshop opened with a full-day introduction to machine learning and artificial intelligence and their relevance for digital marketing in TVET. Participants revisited core concepts such as data, algorithms and model training and discussed the differences between traditional programming and learning systems.

Building on this foundation, Dr. Kolomiichuk introduced modern neural networks and large language models (LLMs) and explained how so-called “foundation models” are trained on massive datasets to handle a wide variety of tasks with minimal additional fine-tuning. Key ideas such as tokens, zero / few-shot learning and reinforcement learning from human feedback were presented in an accessible way and linked to concrete examples that participants already know from everyday tools like ChatGPT.

In group work, the trainers reflected on how these technologies can support students and staff in

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Ghanaian TVET institutions – from content creation for marketing campaigns to supporting learners with explanations, translations and feedback – while also recognizing current technical limitations such as hallucinations or missing source attribution.

Day 4 – Thursday, 23rd October 2025: Responsible Use of AI

On the fourth day, the workshop turned to the crucial topic of responsible AI. Based on international guidelines, Dr. Kolomiichuk outlined key principles for human-centred AI, such as transparency, explainability, data protection, sustainability, security and robustness, non-discrimination, diversity and fairness, as well as clear responsibility and accountability.

Through case studies on biased hiring algorithms, language technologies that struggle with accents and dialects and systems that learn problematic behavior from online data, participants saw how discrimination can arise even when sensitive information is not explicitly included in the data.

In small groups, the trainers analyzed potential risk areas in their own institutions – for example in student assessment, marketing communication or administrative processes. They then discussed measures to reduce bias, such as better data management, inclusion of underrepresented groups in datasets, systematic testing for equal treatment and interdisciplinary collaboration between technical experts and domain specialists.

This day strongly linked AI skills to DigiMarkt’s broader goal of inclusive and equitable digital transformation in TVET.

Day 5 – Friday, 24th October 2025: AI in Education, Trends and Future Developments

The final day bridged the gap between AI, digital marketing and teaching practice. In the morning, participants explored AI in education, starting with existing digital tools like webinar platforms, authoring tools for e-learning content, interaction tools and learning management systems. Building on this, the group examined how generative AI can act as a “booster” for e-learning, for example by supporting the creation of self-learning units, quizzes or interactive scenarios and by enabling AI

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avatars as virtual tutors.

In the afternoon, the focus shifted to current AI trends and future developments. Topics included:

- foundation models and omni-modal AI
- AI agents and multi-agent systems for automating complex workflows
- the role of resource scarcity as a driver for innovation in AI hardware and infrastructure
- advances in computer vision and image processing and their practical applications

The workshop concluded with a forward-looking discussion: participants reflected on how these trends will influence TVET in Ghana in the coming years and how DigiMarkt can support staff and students in developing the future skills needed to work confidently with AI.



After this final discussion, all participants received a certificate of participation for successfully completing the “AI in Digital Marketing” Train-the-Trainer workshop – a visible recognition of their newly acquired competences and their commitment to advancing digital transformation in TVET.

Key Outcomes from the workshop week

Across the five days, several key outcomes emerged:

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1. Stronger AI literacy for TVET staff

Trainers gained a solid understanding of how modern AI systems work, what they can and cannot do and how they can be integrated into digital marketing and education.

2. Practical competence with AI tools and prompts

Participants practised using a variety of AI tools and developed reusable prompt templates for marketing, communication and teaching scenarios relevant to their institutions.

3. Awareness of ethical and responsible use

The sessions on bias, fairness and human-centred AI strengthened participants' ability to recognise risks, set boundaries and promote transparent and accountable use of AI.

4. Concrete ideas for implementation in Ghana

Each institution began to outline how AI-based tools and methods could be embedded into courses, student support, outreach activities and internal processes within the DigiMarkt framework.

5. Deepened partnership and peer learning

The face-to-face format allowed for intense exchange between Ghanaian and German partners, reinforcing the collaborative character of DigiMarkt and preparing the ground for future joint activities.

Key Contents and Highlights from the 3rd Management Meeting 24./25. October

Immediately after the training week, the project partners held the 3rd DigiMarkt Management Meeting in Leipzig. The meeting provided an opportunity to take stock of progress, review evaluation results and plan the next steps of the project.

Day 1 – Friday, 24th October 2025: Project Progress, Website and Newsletters

The first day started with registration and a welcome speech by SBZ, followed by a comprehensive presentation of the overall project progress. Partners reviewed the status of all work packages, including management and coordination, needs analysis and research, training and innovation, quality assurance and dissemination.



In the afternoon, AAMUSTED presented the updated project website, highlighting improvements in structure, content and visibility of DigiMarkt activities and resources. This led into a focused discussion on the content of the 2nd, 3rd and 4th newsletters, including the present issue on the AI training and management meeting in

Leipzig. Partners agreed on key stories, responsible authors and timelines for finalization.

The first day closed with a short wrap-up of main points and open tasks.

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Day 2 – Saturday, 25th October 2025: Evaluation, Info Days and Planning for Ghana

The second day was dedicated to evaluation and forward planning. After registration, BTU presented the internal evaluation report for the trainings and management meetings held in Nitra and Leipzig. The report summarized participant feedback, identified strengths of the activities and pointed out areas for further improvement, for example in preparation, communication and follow-up. This was followed by a report on the Info Days organized at AAMUSTED, BTU and CCTU, showcasing how the project is already engaging staff, students and local stakeholders in Ghana through awareness raising events and dissemination activities.



After lunch, partners jointly reviewed the external evaluation report, which provided an independent perspective on the quality and impact of DigiMarkt so far. Based on this input, the consortium discussed practical recommendations for the next project phase.

A central agenda item was the planning of upcoming activities in Ghana, including the next training, management meeting and final conference. Partners exchanged ideas on content focus, participants, logistical aspects and opportunities to showcase DigiMarkt outcomes more broadly within the Ghanaian TVET system.

The day concluded with a discussion of the midterm report, ensuring that all required information is available and that financial and administrative aspects are fully aligned with Erasmus+ requirements.

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The meeting ended with a summary of decisions, deadlines and responsibilities for the coming months.

Key Takeaways from the Management Meeting

- The project is on track with its main deliverables and has successfully implemented major training activities in Nitra and Leipzig.
- The project website and newsletters were confirmed as central channels for dissemination, with clear plans for upcoming issues and updates.
- Internal and external evaluation reports are being used actively to improve the design and delivery of trainings, management meetings and outreach activities.
- Info Days in Ghana have already generated strong local interest, and further events will build on this momentum.
- The partners agreed on next steps for the upcoming training, management meeting and conference in Ghana, reinforcing the long-term impact and sustainability of DigiMarkt.

Outlook

The AI-focused Train-the-Trainer workshop and the 3rd Management Meeting in Leipzig demonstrate how DigiMarkt is moving from planning to hands-on implementation. By combining advanced expertise on AI with practical teaching and marketing applications – and by aligning these activities with robust project management and evaluation – the consortium is helping Ghanaian TVET institutions to embrace digital transformation in a responsible and future-oriented way.

The next milestones will take the project back to Ghana, where the knowledge and tools developed in Europe will be further adapted, tested and shared with a wider community of educators, students and stakeholders.

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Gallery



from left to right: project coordinator Jonathan Barth of SBZ, local coordinator Prof. Yarhands Dissou Arthur of AAMUSTED, AI-trainer Dr. Sergii Kolomiichuk



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