

COURSE OUTLINE

ENTREPRENEURSHIP, MARKETING, ADVERTISING, AND CULTURAL TOURISM

1. GENERAL

SCHOOL	CLASSICS AND HUMANITIES		
DEPARTMENT/UPS	HUMANITIES / DIGITAL APPLICATIONS IN ARTS AND CULTURE		
LEVEL OF STUDIES	UNDERGRADUATE – LEVEL 6		
COURSE CODE	XXXXX	SEMESTER	6 TH
COURSE TITLE	ENTREPRENEURSHIP, MARKETING, ADVERTISING, AND CULTURAL TOURISM		
TEACHING ACTIVITIES <i>If the ECTS Credits are distributed in distinct parts of the course e.g. lectures, labs etc. If the ECTS Credits are awarded to the whole course, then please indicate the teaching hours per week and the corresponding ECTS Credits.</i>		TEACHING HOURS PER WEEK	ECTS CREDITS
		3	5
<i>Please, add lines if necessary. Teaching methods and organization of the course are described in section 4.</i>			
COURSE TYPE <i>Background, General Knowledge, Scientific Area, Skill Development</i>	SCIENTIFIC AREA		
PREREQUISITES:	NO		
TEACHING & EXAMINATION LANGUAGE:	GREEK		
COURSE OFFERED TO ERASMUS STUDENTS:	YES		
COURSE URL:	https://eclass.duth.gr/courses/XXXXXX/		

2. LEARNING OUTCOMES

Learning Outcomes

Please describe the learning outcomes of the course: Knowledge, skills and abilities acquired after the successful completion of the course.

Upon successful completion of the course, participants will be able to:

- Understand the definition of innovation and its significance for cultural tourism.
- Recognize the basic principles of entrepreneurship and their application in the field of cultural tourism.
- Develop skills for identifying business opportunities through market understanding.
- Understand the adaptive strategies that cultural enterprises use to meet market demands.
- Comprehend the steps involved in creating a viable business plan for cultural tourism.
- Familiarize themselves with available funding sources and capital opportunities for developing cultural enterprises.
- Apply basic principles of digital marketing and advertising to promote cultural products and experiences.
- Effectively utilize social media to enhance the accessibility and marketability of cultural and tourism products.
- Develop innovative business strategies for cultural tourism, with an emphasis on digital applications.
- Create marketing plans for cultural organizations and businesses based on digital technologies.

General Skills

Name the desirable general skills upon successful completion of the module

<i>Search, analysis and synthesis of data and information,</i>	<i>Project design and management</i>
<i>ICT Use</i>	<i>Equity and Inclusion</i>
<i>Adaptation to new situations</i>	<i>Respect for the natural environment</i>
<i>Decision making</i>	<i>Sustainability</i>
<i>Autonomous work</i>	<i>Demonstration of social, professional and moral responsibility and sensitivity to gender issues</i>
<i>Teamwork</i>	<i>Critical thinking</i>
<i>Working in an international environment</i>	

- Search, analysis and synthesis of data and information,
- Adaptation to new situations
- Autonomous work
- Teamwork
- Working in an interdisciplinary environment
- Production of new research ideas
- Project design and management
- Critical thinking and self-reflection
- Equity and Inclusion
- Demonstration of social, professional and moral responsibility and sensitivity to gender issues
- Promoting free, creative and inductive reasoning

3. COURSE CONTENT

Week 1: Introduction to Innovation and Entrepreneurship in Cultural Tourism

Definition of innovation and its significance for business development in cultural tourism.

Basic principles of entrepreneurship in the cultural sector.

Methodologies for identifying business opportunities.

Week 2: Innovation in Cultural Tourism

Analysis and presentation of successful cultural enterprises developed through innovative approaches.

Adaptation of cultural enterprises to current market trends and demands.

Week 3: Development and Competitiveness Strategies

Development of innovative business strategies in cultural tourism.

Product and service differentiation to gain a competitive advantage.

Week 4: Leveraging Technology in Cultural Tourism

The importance of technology in enhancing entrepreneurship.

Technological tools and platforms for optimizing cultural experiences.

Week 5: Creating a Sustainable Business Model

Steps for creating a sustainable business plan in cultural tourism.

Presentation of successful examples of business models.

Funding sources and capital for developing sustainable cultural enterprises.

Week 6: Digital Marketing for the Cultural Sector

Fundamental principles of digital marketing.

Targeting strategies for the cultural tourism audience.

Week 7: Development of Cultural Products and Services

Designing cultural products that meet market trends.

Social and economic value of cultural tourism services.

Week 8: Online Advertising and Digital Visibility

Online advertising strategies (PPC, display ads).

SEO optimization for cultural organizations.

Week 9: Social Media Strategy

Social media management tools.

Targeting and audience development on social media.

Week 10: Branding and Storytelling Strategies

Creating and managing cultural brands.

Storytelling to enhance the cultural experience.

Week 11: Use of Data and Analytics in Digital Advertising

Introduction to Google Analytics, insights from social media.

Analyzing ad performance and optimizing strategies.

Week 12: Digital User Experience and Cultural Advantages

Creating cultural experiences through digital platforms.

Booking platforms and applications that facilitate tourism.

Week 13: Student Project Presentations and Conclusions

Presentations of business plans and marketing strategies by students.

Review of learning objectives and course evaluation.

4. LEARNING & TEACHING METHODS - EVALUATION

<p>TEACHING METHOD <i>Face to face, Distance learning, etc.</i></p>	<ul style="list-style-type: none"> • Lectures and Seminars: Presentation of theory and practical examples using audiovisual materials. • Workshops: Practical application of marketing strategies and social media management through group work. • Guest Speakers: Entrepreneurs and experts in the fields of culture and tourism. 														
<p>USE OF INFORMATION & COMMUNICATIONS TECHNOLOGY (ICT) <i>Use of ICT in Teaching, in Laboratory Education, in Communication with students</i></p>	<p>Use of ICT in teaching and communication with students</p> <ul style="list-style-type: none"> • PPT presentations • Use of digital tools and platforms • Teaching material, announcements and communication through the eClass platform • Student study of supplementary material related to course content • Communication with students via email 														
<p>TEACHING ORGANIZATION <i>The ways and methods of teaching are described in detail.</i> <i>Lectures, Seminars, Laboratory Exercise, Field Exercise, Bibliographic research & analysis, Tutoring, Internship (Placement), Clinical Exercise, Art Workshop, Interactive learning, Study visits, Study / creation, project, creation, project. Etc.</i></p> <p><i>The supervised and unsupervised workload per activity is indicated here, so that total workload per semester complies to ECTS standards.</i></p>	<table border="1"> <thead> <tr> <th><i>Activity</i></th> <th><i>Workload/semester</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>39</td> </tr> <tr> <td>Final Project</td> <td>30</td> </tr> <tr> <td>Weekly Projects / Tests</td> <td>38</td> </tr> <tr> <td>Bibliographic research & analysis</td> <td>40</td> </tr> <tr> <td>Written examination</td> <td>3</td> </tr> <tr> <td>Total</td> <td>150</td> </tr> </tbody> </table>	<i>Activity</i>	<i>Workload/semester</i>	Lectures	39	Final Project	30	Weekly Projects / Tests	38	Bibliographic research & analysis	40	Written examination	3	Total	150
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Lectures	39														
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Written examination	3														
Total	150														
<p>STUDENT EVALUATION <i>Description of the evaluation process</i></p> <p><i>Assessment Language, Assessment Methods, Formative or Concluding, Multiple Choice Test, Short Answer Questions, Essay Development Questions, Problem Solving, Written Assignment, Essay / Report, Oral Exam, Presentation in audience, Laboratory Report, Clinical examination of a patient, Artistic interpretation, Other/Others</i></p> <p><i>Please indicate all relevant information about the course assessment and how students are informed</i></p>	<p>Formative</p> <p>Group Projects: Collaboration to create a business plan or marketing campaign.</p> <p>Independent Case Studies: Analysis of successful and unsuccessful strategies in cultural tourism.</p> <p>Group Project (40%): Development of a business plan or digital marketing campaign for a cultural and/or tourism organization.</p> <p>Individual Assignment (30%): Analytical case study of an existing business or campaign.</p> <p>Final Written Examination (30%): Theoretical questions covering the course material.</p>														

5. SUGGESTED BIBLIOGRAPHY

<p>A. Arthur A., Jr. Thompson, John E. Gamble, Margaret A. Peteraf. (2024). Στρατηγικό μάνατζμεντ. Ανάλυση ανταγωνισμού και αποτίμηση εταιρικών στρατηγικών. Θεωρία και μελέτες περίπτωσης. ΕΚΔΟΣΕΙΣ Α.ΠΑΠΑΖΗΣΗΣ. Έκδοση: 1η έκδ./2024. Επιστημονική Επιμέλεια: Δημητρίου Δ., Σαρτζετάκη Μ. ISBN: 9789600243710</p> <p>B. Ferrell O.C., Hirt G.A., Ferrell L. (2024). Μάνατζμεντ Επιχειρήσεων: Πλαίσιο, Αρχές και Τεχνικές, BrokenHill, Επιστημονική Επιμέλεια: Δημήτριος Ι. Δημητρίου, Αρίστη Γ. Καραγκούνη. ISBN: 9789925576371</p>

ANNEX OF THE COURSE OUTLINE

Alternative ways of examining a course in emergency situations

Teacher (full name):	K. RIGOPOULOS
Contact details:	krigopou@econ.duth.gr
Supervisors: (1)	YES
Evaluation methods: (2)	<p>Group Project (40%): Development of a business plan or digital marketing campaign for a cultural and/or tourism organization.</p> <p>Individual Assignment (30%): Analytical case study of an existing business or campaign.</p> <p>Final Written Examination (30%): Theoretical questions covering the course material.</p>
Implementation Instructions: (3)	<p>Written assessments and the final exam will be conducted via eClass on a date and time that will be announced in advance. Students will be informed of the exam duration and content well ahead of the scheduled exam.</p> <p>The assignment must be submitted through eClass by a specified deadline.</p>

(1) Please write YES or NO

(2) Note down the evaluation methods used by the teacher, e.g.

➤ *written assignment* or/and exercises

➤ written or oral examination with distance learning methods, provided that the integrity and reliability of the examination are ensured.

(3) In the **Implementation Instructions** section, the teacher notes down clear instructions to the students:

a) in case of **written assignment and / or exercises**: the deadline (e.g. the last week of the semester), the means of submission, the grading system, the grade percentage of the assignment in the final grade and any other necessary information.

b) in case of **oral examination with distance learning methods**: the instructions for conducting the examination (e.g. in groups of X people), the way of administration of the questions to be answered, the distance learning platforms to be used, the technical means for the implementation of the examination (microphone, camera, word processor, internet connection, communication platform), the hyperlinks for the examination, the duration of the exam, the grading system, the percentage of the oral exam in the final grade, the ways in which the inviolability and reliability of the exam are ensured and any other necessary information.

c) in case of **written examination with distance learning methods**: the way of administration of the questions to be answered, the way of submitting the answers, the duration of the exam, the grading system, the percentage of the written exam of the exam in the final grade, the ways in which the integrity and reliability of the exam are ensured and any other necessary information.

There should be an attached list with the Student Registration Numbers only of students eligible to participate in the examination.