



COURSE: Branding and Advertising in Cultural Tourism

Contact person: Darko Kokić mail: dkokic74@gmail.com
Phone: +385 91 / 225 7098 skype:
Web page: <http://www.unist.hr/split-summer-school-2017>

Main topics:

- Introduction to the concepts of branding and advertising, as well as their key components
- Introduction to the cultural tourism and its unique characteristics;
- Acquiring the basic skills needed for branding and advertising content creation.

Programme structure:

- A 5-day course based on a branding/advertising project in cultural tourism;
- The result of the project will be an actual visual identity and print/digital advertising for one of the Split's cultural locations;
- Students will receive 2 ECTS credits for successfully completing the course.

Important dates:

Course dates: 04/09/2017 – 08/09/2017
Deadline for application: 30/08/2017
Payment due by: 01/09/2017
Confirmation of the course: 01/09/2017

Price of the course: 300 € (tax included)

Price of the course (high school students): 200 € (tax included)

Bed & breakfast: 191.36 € (tax included) – contact person: Marina Kero marina.kero@scst.hr

Programme plan:

Day 1

- Introduction and lecture (3h)
- Individual work/exercise (4h)

Day 2

- Lecture (2h)
- Individual work/exercise (5h)

Day 3

- Lecture (1h)
- Individual work/exercise (6h)

Day 4

- Individual work/exercise (7h)

Day 5

- Individual work/exercise (6h)
- Final presentations (1h)

Programme lecturers:

Darko Kokić,
Lecturer at The Arts Academy at the University of Split,
Split, Croatia.

Senior lecturer at The Arts Academy at the University of
Split, Split, Croatia.