COURSE: Branding and Advertising in Cultural Tourism

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Web page: http://unist.hr/split-summer-school/2018/about-split-summer-school

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: 02/09/2019 – 06/09/2019
Deadline for application: 26/08/2019
Payment due by: 26/08/2019
Confirmation of the course: 30/08/2019

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 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.

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)