

UNIVERSITY OF SPLITUNIVERSITAS STUDIORUM SPALATENSIS

SPLIT SUMMER SCHOOL STSS2018

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-2018

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 basic skills needed for branding and advertising content creation

Programme structure:

5-day course based on 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: 03/09/2018 – 07/09/2018

Deadline for application: 30/08/2018
Payment due by: 01/09/2018
Confirmation of the course: 01/09/2018

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 <u>marina.kero@scst.hr</u>

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