



FOOD AUTHENTICITY PHD EXCELLENCE ACADEMY *A FOCUS ON COMMUNICATION*

21, 22 May and 11 June 2024
blended learning



“Emilia-Romagna Food Science Advanced Doctoral
Training Programme”

PROGRAMME

May 21

(online 9:00 -18:00 CET)

Introduction to Digital Marketing and Content Strategies

Understand the fundamentals of digital marketing.

Identify the different types of content and their relevance for information campaigns.

Digital Marketing Overview

Strategic Content Marketing

Workshop: Content Creation

Social Media Marketing and Influencer Collaboration

Understand the use of social media in the context of information campaigns.

Learn to collaborate with influencers to amplify the message.

Social Media Marketing

Working with Influencer

Workshop: Social Media Plan

May 22

(online 9:00 -18:00 CET)

Seo and Email Marketing

Learn the basics of search engine optimization (SEO).

Understand how to structure effective email marketing campaigns.

SEO Web Contents

Email Marketing

Workshop: Newsletter Template

Advertising Online and Data Analysis

Understand how to use online advertising to reach a broad audience.

Learn how to measure and analyze the impact of a campaign.

Introduction to Paid Advertising

Data and KPI Analysis

Workshop: Advertising Campaign

June 11

(University of Parma Campus)

Final Group Work

9:00 Develop a concept for a Campaign of Information on food authenticity

13:00 Lunch Break

14:00 Concepts presentation and selection of the winning project

15:00 End of Class

for more information advancedstudies@unipr.it