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

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