



Thematic Section / Activity

3/7/2017	Strategic Marketing Planning I
	o The meaning and importance of marketing for a cultural heritage organisation
	o What is cultural heritage tourism?
	o Different forms of cultural heritage tourism (e.g. eco-tourism, agro-tourism, archaeological sites and monuments, towns/destinations of particular cultural heritage interest)
	o How is marketing different in the cultural heritage industry?
	o Marketing audit: Tools for analysing an organisation's internal and external environment (e.g. resources, mission, vision, culture philosophy, micro and macro environment, the role of market research)
	o SWOT analysis
	Introduction to the Final Project
	Study and preparation of the projects
	Athens - Plaka (optional)
4/7/2017	Strategic Marketing Planning II
	o Marketing objectives formulation
	o Marketing strategy determination
	v Segmenting the cultural heritage industry
	v Choosing the appropriate target groups
	v Designing, positioning and branding the cultural heritage product, town/destination marketing
	Presentation skills
	Discussion of the first case study
	Guest Speaker PIOP "The strategy of the Cultural Foundation of Piraeus Bank Group towards a) the preservation and showcasing of local cultural heritage and b) the integrated management of cultural and natural heritage
	Study and preparation of the projects
5/7/2017	Environment Museum of Stymphalia - Stymphalia Archaeological site - Lake tour
	Presentation of Life Stymphalia Project - Sustainable management for sustainable business
6/7/2017	Strategic Marketing Planning III
	o Selecting the appropriate price
	o Choosing the right distribution channels to reach the cultural heritage customers (e.g. on-line and off-line agents, partners, industry experts, organisation's website)
	National Archaeological Museum
	Guest Speaker: Ms. Efi Lazaridou "Turning History into Stories: Designing Memorable Experiences for Cultural Heritage visitors"
	Study and preparation of the projects
7/7/2017	Museum of the Olive and Greek Olive Oil, Gastronomy tasting - dishes based on olive oil
	Open Air Water-Power Museum
8/7/2017	Free day
9/7/2017	1 day cruise at the Saronic Bay (optional)

Thematic Section / Activity

10/7/2017	Strategic Marketing Planning IV
	<ul style="list-style-type: none">o Designing and effective and integrated communication strategy (e.g. advertising, sales promotions, public relations, direct marketing, digital marketing and social media)
	Guest Speaker

Study and preparation of the projects

11/7/2017	Strategic Marketing Planning V
	<ul style="list-style-type: none">o Marketing strategy implementationv Setting budgetsv Determining timetablesv Assigning responsibilities
	<ul style="list-style-type: none">o Marketing strategy evaluation and controlv Comparing objectives vs. resultsv Determining control criteriav Taking corrective actions
	<ul style="list-style-type: none">o How to create an effective marketing plan for an organisation operating in the cultural heritage industryo Tips for the final project

Benaki Museum

Study and preparation of the projects

12/7/2017	Acropolis - Museum of the Acropolis
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13/7/2017	Customer behaviour and customer journey in the cultural heritage industry
	<ul style="list-style-type: none">o Categories of cultural heritage travellerso What are the factors that affect cultural heritage travellers' behaviour (e.g. personal, cultural, environmental, marketing stimuli)?o How do they find information regarding competing offerings (e.g. traditional off-line ways vs. on-line ways such as digital marketing and social media)?o What criteria do they use in order to choose among competing offerings?o What are the factors that determine their level of satisfaction and loyalty with a cultural heritage organisation?o Differences in customer behaviour across different countries

Guest Speaker

Study and preparation of the projects

14/7/2017	Presentation of the final project
	Take away experience
	Gastronomic Day with traditional Greek Food at Castri Hotel