**Upskilling Rural**

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| ***Module Title:*** | **Introduction to E-Marketing through Pictures and Video** | | | | |
| ***Session n. 1*** |  | | | | |
| ***Duration*** | *1h* | | | | |
| ***Delivery method*** | Blended ☒ | Face to face □ | | Online learning □ | Distance learning (Learning Platform) □ |
| Time: | | Time: | Time: |
| Notes on the choice:  \**The trainer will choose the course delivery method taking into account the interested students location, the available teaching space and resources, social situation, etc.* | | | | |
| ***Intended learning outcomes:*** | * Define the basics of e-marketing applied to rural entrepreneurship. * Acquire practical concepts that can be immediately applied to visual content development. * Know the most recommended social networks for producing visual content and how to get the most out of each | | | | |
| ***Session Details:*** | **Lesson Item:** | | **Method(s) and instructions for trainers:** | | **Required Resource(s):** |
| **Introduction** | | The tutor will briefly present the topic and objectives of the lesson.  The first activity, a brainstorming session, is designed to uncover the students' existing knowledge about online marketing and visual content creation in the context of rural tourism.  The tutor will consider the following topic for the discussion: "What do you understand by online marketing? " How can a rural entrepreneur benefit from the global reach of e-marketing? "This will help the tutor understand the students' preconceived ideas about the matter.  The tutor will ask the participants the following questions and then:  • (for face-to-face class) Ask them to write their idea on a coloured Post-it and paste it on a white poster (the tutor will provide it).  • (online lesson) Each participant will express her point of view and then write her response in the available chat. The tutor, at the end, must briefly summarize all the answers. | | * Internet connection * PC/ Laptop & Video   Conferencing platforms (Zoom, Teams or ClickMeeting) – for online lessons   * Paper, pens, post-it – for face-to-face sessions * Upskilling Rural oline platform (both for online and face-to-face sesions) |
| Activity 1**:** | | After brainstorming, the tutor will begin the lesson focusing on the main topics:  **Fundamentals of e-Marketing in Rural Tourism**  **Creation of Visual Content for Rural Tourism**  **Integration of visual content into marketing and social media platforms**  Once the topics have been developed, the tutor will pose the following discussion questions, encouraging all students to participate:  How can rural tourism businesses use photography and video to convey the authenticity and charm of their destinations?  What elements are crucial to creating engaging and compelling visual content in rural tourism?  What e-marketing platforms do you consider most effective for promoting rural tourism destinations and why? | | * Internet connection * PC/ Laptop & Video   Conferencing platforms (Zoom, Teams or ClickMeeting) – for online lessons   * Paper, pens, post-it – for face-to-face sessions * Upskilling Rural oline platform (both for online and face-to-face sesions) |
| Activity 2: | | The tutor will also present the students with topics to expand their knowledge, encouraging them to continue learning on their own:   * Investigate successful cases of electronic marketing in rural tourism and analyze the strategies used.. * Create a storyboard for a promotional video for a rural tourism destination, identifying key visual elements and narrative. | | * Internet connection * PC/ Laptop & Video   Conferencing platforms (Zoom, Teams or ClickMeeting) – for online lessons   * Paper, pens, post-it – for face-to-face sessions * Upskilling Rural oline platform (both for online and face-to-face sesions) |
| Post-Activity Discussion | | At the end of the lesson the tutor will discuss with the group their considerations about the lesson, asking:   * What was the most interesting topic for you? Why? * What topic you have not understood completely? * Did you know all the topics explained in this lesson?   Which topic would you like to be explained more in detail? | |  |
| ***Evaluation methods*** | Informal non-formal evaluation | | The tutor will divide the students into 2 groups. Then, the tutor will ask each group to present an imaginary example of a rural tourism initiative, indicating which social media platforms they would use to highlight its visual aspects and justifying their answer.  The teacher will encourage debate among all students and will subsequently offer feedback. | | |
| ***Didactic materials*** | Face to face: power point presentation, paper, pens, post-its, projector, internet connection. | | | | |
| Distance learning: Upskilling Rural online platform / power point presentation | | | | |
| ***Additional notes and tips for trainers***  The tutor should engage participants by introducing participatory tasks and using real-life examples to demonstrate the practical nature of the information. | | | | | |