

A EUROPEAN SOCIAL FUND PROJECT MOVING TOWARDS A DIGITAL SOCIETY

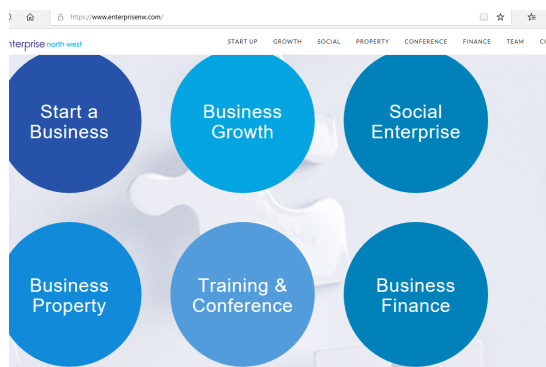
Three training weeks course in UK for the students of ITE SCARELLINI

Strongly connected to **Digital Tourism** project was the ESF project “Moving Towards a Digital Society”. It was a 3 weeks training course which took place in Londonderry – UK. During the course , 14 students from ITE Scarpellini were stimulated to learn specific vocabulary about marketing; they also implemented their knowledge about the European policies on the Digital Single Market, a European policy that covers digital marketing, e-commerce and telecommunications. The three main points they focused on were

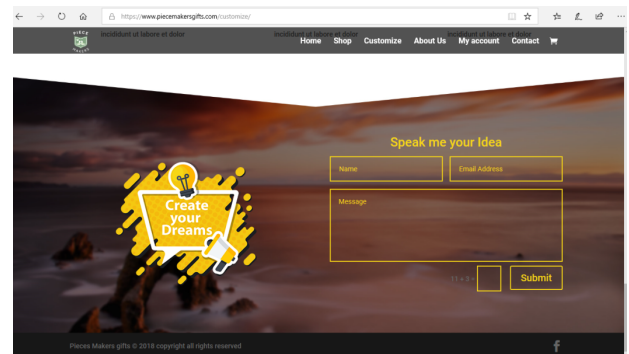
- Access to online products and services
- Conditions for digital networks and services to grow and thrive.
- Growth of the European Digital Economy

During their stay in Derry they visited two important companies very experienced in digital marketing.

North West Enterprise



Piece Makers



During the two visits the students met managers and founders of the companies who explained them how the web-marketing functions and which are its main advantages.

The managers were the leaders of the workshops which were about social media, graphic design, branding, photography, video production, email marketing and software packages. The students were trained in using Adobe Photoshop, Illustrator, In Design, Audition and After Effect and at the end they were required to produce a video and to upload it on the web.

The tutor, Prof Marinella Magrini, presented to the entrepreneurs the KA3 Digital Tourism project , reaffirming the need to train the students properly to update their knowledge in order to follow new economy trends in tourism.

