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ERASMUS+ PROGRAMME Project Number: 610238-EPP-1-2019-1-JOEPPKA2-CBHE-JP

Project Title: traditional craft Heritage trAining, design and marketing in jorDan and Syria

Report on:

Digital Marketing / Project Management Workshop

Event Type	Digital Marketing / Project Management Workshop
WP Number	WP6
WP Leader	USGM
Event Date	7/7/2021
Number of Participants	44
Total number of pages	7

Project Coordinator

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Al-Zaytoonah
University of
Jordan



The University of Jordan



Jordan University of
Science and
Technology



The Hashemite University



Karmeh Design Studio



Tishreen
University



جامعة
المقارة
Manara University



Al-Baath University



World University Service
of the Mediterranean



Blue Room Innovation



CESIE



Università degli Studi di
Firenze



Università degli
Studi Guglielmo
Marconi



Technische Hochschule
Ostwestfalen-Lippe



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EVENT DESCRIPTION

Event: HANDS Workshop / **Digital Marketing / Project Management Workshop**

Date: Wednesday, 7/7/2021

Organizer: USGM

Location: Online via Zoom

As part of HANDS activities, an online Workshop Entitled "Digital Marketing / Project Management" was organized by USGM and presented by:

Dott. Arturo Lavalle, Prof. Donatello Aspromonte, Prof. Tommaso Saso, from Italy USGM, and Dr. Mohannad Aljarrah from JUST.

Focusing on the topic of digital marketing, project planning and management, the workshop, as part of HANDS marketing pillar, have been specifically designed to introduce students to the procedures involved in marketing and management process. This targeted approach has been beneficial for students, especially for those looking to potentially become self-employed entrepreneurs in this field.

<https://youtu.be/GY2IxLrsBMQ>

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EVENT POSTER

HANDS

Traditional Craft Heritage Training,
Design and Marketing in Jordan and Syria

Project Management Workshop

14:00 - 17:00

- Incubators in Jordan
JUST incubator as a case study
- The Business Plan: purpose, structure and operational breakdown
- Project Management in the Business World
- The history and evolution of Digital Marketing

Online
July 7th, 2021

<https://zuj-edu.zoom.us/join/9128388388>
14:00 - 17:00 Pm Amman local time

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AGENDA



ERASMUS+ PROGRAMME

Project Number: 610238-EPP-1-2019-1-JOEPPKA2-CBHE-JP

HANDS

**Traditional Craft Heritage Training, Design and Marketing in Jordan
and Syria**

Project Management Workshop

Università degli Studi Guglielmo Marconi

Jordan University of Science & Technology

Online

July 7th, 2021



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Venue: Online 14:00 – 17:00 Amman local time

Wednesday, July 7, 2021

Wednesday, July 7, 2021	
13:45 – 14:00	Registration
14:00 – 14:10	Welcome to HANDS project by the General Coordinator of HANDS Project: Dr. Loai Dabbour HANDS in Brief: <ul style="list-style-type: none">❖ Goals and Objectives❖ Expected results and impact
14:10 – 16:30	Incubators in Jordan , JUST incubator as a case study Dr. Mohannad Theeb Aljarrah
	Project Management in the Business World Dott. Arturo Lavalle, Head of the Research and Development department
	The Business Plan: purpose, structure and operational breakdown Prof. Donatello Aspromonte, teaches Startup Strategy in the Economics department at Guglielmo Marconi University
	The history and evolution of Digital Marketing Prof. Tommaso Saso, teaches marketing and business organisation in the Economics department at Guglielmo Marconi University
16:30 – 17:00	Virtual Coffee break Discussion

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PHOTOS



Zoom Meeting

Recording...

Loai Dabbour Sara Cella Tommaso Saso Donatello Aspr... Mohammad S... mohammed abu...

Università degli Studi Guglielmo Marconi

Glimpse of social selling and social media marketing

Professor Tommaso Saso
Università degli Studi Guglielmo Marconi

www.unimarconi.it
USGM

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Zoom Meeting

Recording...

Loai Dabbour mohammed abu... Sara Cella Ernest Saja Tommaso Saso Adnan Ghata

Università degli Studi Guglielmo Marconi

The benefits of social media marketing

- The use of social media plays a key role in **marketing strategies** because it enables:
 - **convey** corporate, brand and product **identity**;
 - **create relationships** with people who share the values of the brand and the company;
 - **partnering** with others who serve the same marketing target or convey the same values;
 - providing customers with the level of **interaction** and cooperation they **demand**.

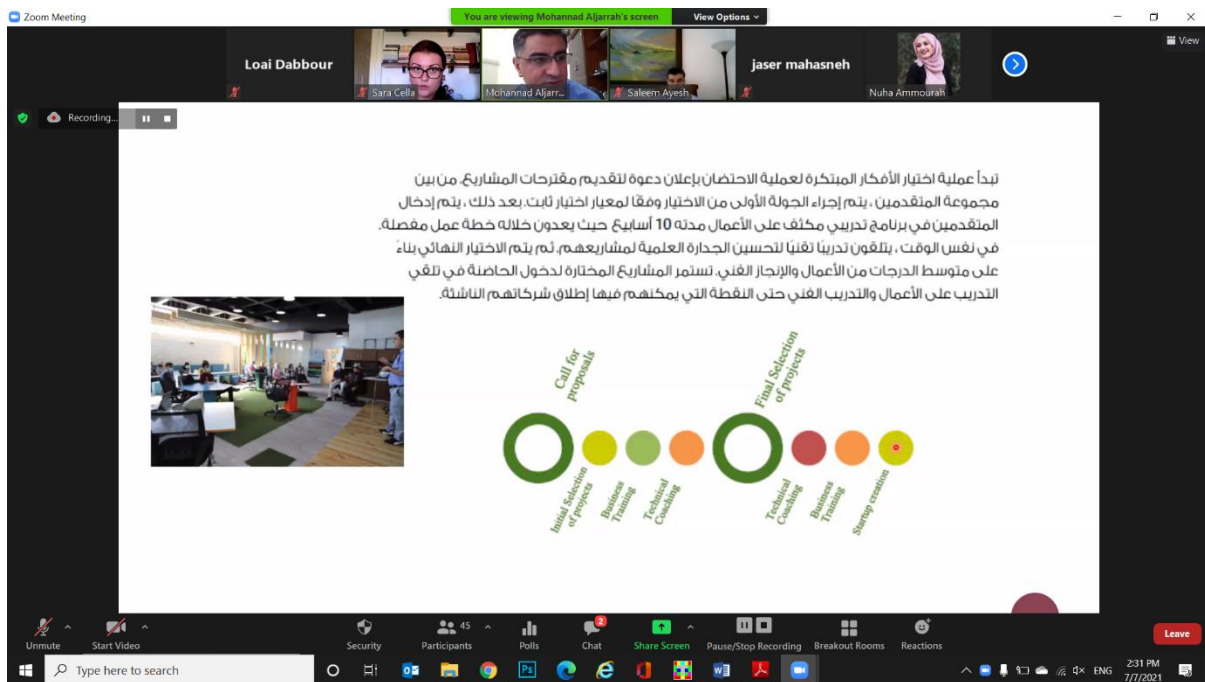
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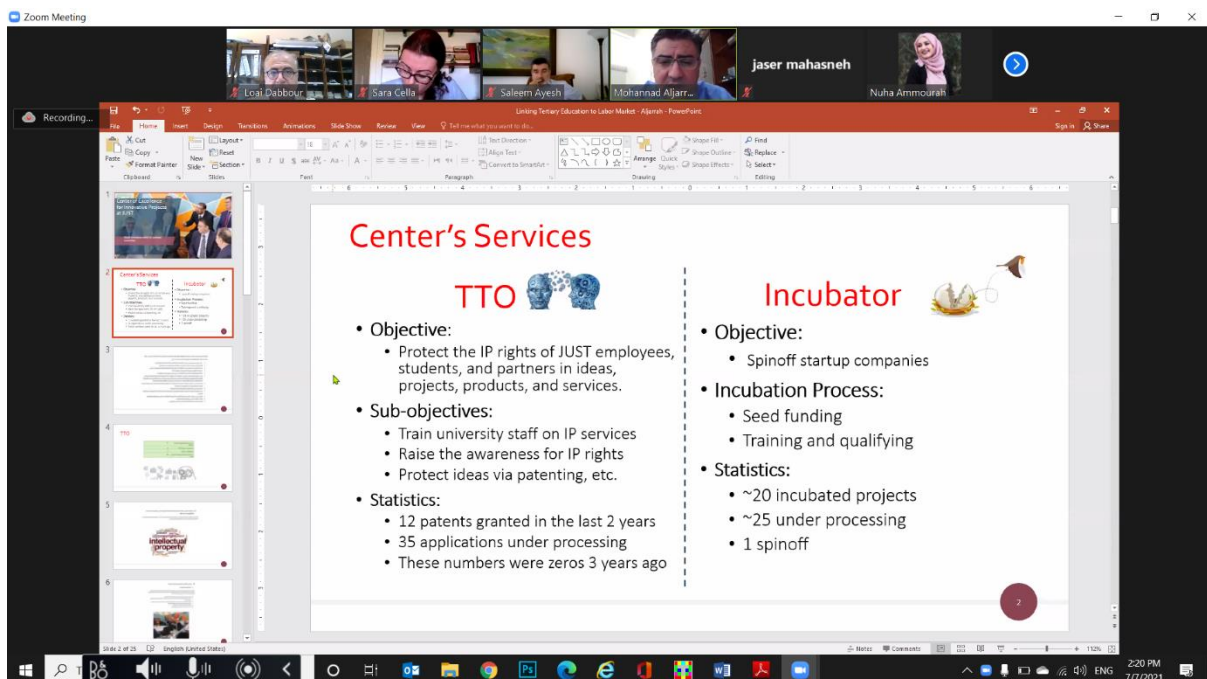
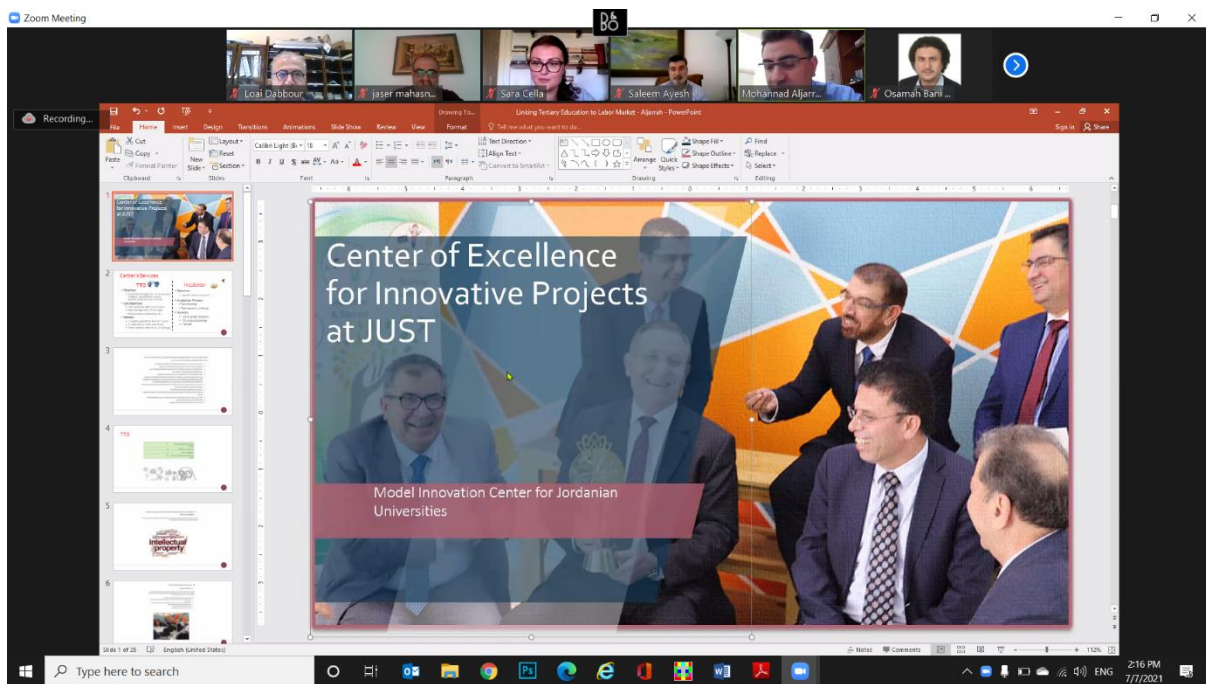
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