

ESCAPE2

Module 8: Digitalisation and Being Commercially Available Online
The Module at a glance:

Module title:	Digitalisation and Being Commercially Available Online
Teaching hours:	10 hours
Mode of delivery	<ul style="list-style-type: none"> ● Online ● Blended
Learning materials Planned types, learning activities and teaching methods:	<ul style="list-style-type: none"> ● Online learning materials ● PPT presentation ● Case studies ● Interviews
EQF level:	3-4
Learning outcomes of the course unit:	<p>The module aims to present digitalization, digitization and digital transformation, clarify the differences between these terms and demonstrate to rural tourism entrepreneurs how to implement these technologies in current and future SME businesses.</p> <p>This module demonstrates what is digitalization, digitization and digital transformation and through the case studies shows how to implement digitalization in the agrotourism business and what are the advantages of them.</p> <p>Successful long-term sustainable entrepreneur businesses and SMEs require knowledge about the marketing and business potential of certain collaborative tools and the use of social media in different phases of their entrepreneurship.</p>
Language of the course:	All partner languages
Detailed content for the topic/subject	<ul style="list-style-type: none"> ● Defining Digitization vs. digitization vs. digital transformation ● The Main Goals of implementation of digitalization in the agrotourism business and what are the advantages of them ● Principles of the digital marketing and business potential of certain collaborative tools and the use of social media in different phases of entrepreneurship <ul style="list-style-type: none"> ○ Digitalization - definition and principles ○ Digital marketing ○ Collaborative tools in business ○ How to become online with your clients and business communities during COVID and after ● How to effectively use and implement digital and collaborative tools in SMEs

The units forming the course syllabus:

Topic/Subject	Contents/main points
Digitalisation and Being Commercially Available Online	<ul style="list-style-type: none">● Introduction into digital marketing● What is Digital Marketing● Systematic steps for developing an effective online marketing strategy● How to become online with your clients and business communities during COVID and after<ul style="list-style-type: none">○ Website○ Email marketing○ Social media