

Higher Technician Diploma in Marketing for Tourism and Culture: *curricola* audiovisual and cinematographic production and post-production

DURATION: 2 Years, 1800 hours in 4 semesters (V EQF) work experience with learning by doing method for the 50% of the total amount of hours.

Title: Higher Technician Diploma in Marketing for Tourism and Cultural Events: *curricola* audiovisula and cinematographic production and post-production

Graduate Career Profile:

Film Editor
Color Grading Specialist
2D Artist
3D Artist
Production Manager
Art Director

Contents:

CLASS/LAB= 900 hours

ORIENTATION (ITS; Career Profile)

FOUNDATIONS OF AUDIOVISUAL (history and theory: Mass Media; New Media; Cinema and Audiovisual; Multimedial Arts; Phenomenology of medias)

CLUSTER (audiovisula genres ; Cultural Creative Industries)

PRODUCTION MANAGEMENT AREA (entrepreneurship in audiovisual industry; elements of Edition; Data Management; 2D VFX and Motion Design in Adobe After Effects and Flame); **SPECIALIZED AREA** (Element of video production; Practical video editing; sound design)

INTERNSHIP= 900 hours

Each student will experience an internship period in one of the companies that are part of our Cluster, in the field of information, infotainment, entertainment, cinema, tv, web, and digital App.

Higher Technician for Architectural Restoration Site, *curricola*: UNESCO Gardens and Parks

DURATION: 2 Years, 1800 hours in 4 semesters (V EQF) work experience with learning by doing method for the 50% of the total amount of hours.

Title: Higher Technician Diploma in Architectural Restoration Site, *curricola*: UNESCO Gardens and Parks

Graduate Career Profile:

BIM – GIS Specialist

Technician responsible to manage the activities of an Architectural Restoration Site

Contents:

CLASS/LAB= 900 hours

ORIENTATION (ITS; Career Profile):

RESTATION AREA (Elements of design and detection);

BUILDING SITE AREA (Job safety; environmental engineering);

TECHNICAL KNOWLEDGE (Innovative technologies for maintenance; Innovative technologies for detection, graphic representation - BIM and GIS);

HYSTORICAL CONSTRUCTIONS AND SITES (History of parks, gardens and buildings);

MANAGEMENT AREA (Management of the historic gardens and Unesco sites; self-employing and entrepreneurialism; Elements of technical administration management of a restoration site)

INTERNSHIP= 900 hours

Each student will experience an internship period in one of the companies that are part of our Cluster, in the field of cultural heritage management and restoration companies.

Higher Technician Diploma in Marketing for Tourism and Culture: *curricula* IoT—Internet of Things for Tourism

DURATION: 2 Years, 1800 hours in 4 semesters (V EQF) work experience with learning by doing method for the 50% of the total amount of hours.

Title: Higher Technician for Tourism and Cultural marketing, *curricula*: IoT—Internet of Things for Tourism

Graduate career opportunities:

Travel Agent for TA and OLTA;
Tour Operator;
Hotellerie;
App/web for tourism;
Cruise company;
Communication and Event management companies.

Contents:

CLASS/LAB= 900 hours

ORIENTATION (ITS; Career Profile):

LINGUISTIC AREA (Business English French and Spanish for tourism)

CORPORATIVE AREA (Brand & Corporate Identity; Product Training e Promotion)

BASIC TOURISM MANAGEMENT AREA (Revenue Management; Sales & Marketing; CRM; Destination Management; Hospitality management; Travel Agent Professional)

SMART AREA (Smart Tour Operator & ADV -Trends & Technology; Web Marketing; Line Advertisement & Web Analysis; E-Commerce Specialist & Channel Management; Cultural Heritage promotion & Digital Destination Management; e-Reputation Management & Transmedia Web Editing; Startupper of new business in tourism; Smart Tourism Tools & Technology; Sustainable & Slow Tourism Developer)

INTERNSHIP= 900 hours

Each student will experience an internship period in one of the companies that are part of our Cluster, in tourism industry.

Higher Technician Diploma in Marketing for Tourism and Culture: *curricula* Mediterranean Gastronomy

DURATION: 2 Years, 1800 hours in 4 semesters (V EQF) work experience with learning by doing method for the 50% of the total amount of hours.

Title: Higher Technician for Tourism and Cultural marketing, *curricula*: Mediterranean Gastronomy

Graduate Career Profile:

Maître;
Gastronome for Excellence of Mediterranean diet;
F&B manager;
Manager in the field of food industry and catering.

Contents:

CLASS/LAB= 900 hours

ORIENTATION (ITS; Career Profile):

FOOD ORIENTED AREA (Elements of Mediterranean diet; The Excellence of Mediterranean diet; Food quality and safety - HACCP and NHACCP; Elements of nutrition; Mediterranean cuisine)

LINGUISTIC AREA (Business English)

FOOD&WINE MANAGEMENT AREA (Oenology and sommelier; F&B Management; Confectionery production)

LAW, ECONOMICS, MARKETING AREA (Franchising Management; Revenue Management; Marketing)

INTERNSHIP= 900 hours

Each student will experience an internship period in one of the companies that are part of our Cluster, in food chain and tourism industry.