Module 3: Creative entrepreneur (modern promotion instruments, creative problem solving, an innovative element of building a position in society)

Course Syllabus

Course description or general overview

The aim of this course is to ... help rural entrepreneurs establishing, refining, segmenting and publicising a personal as well as a corporate brand for rural entrepreneurial projects.

Participants of this course will ... gain communication and brand building skills for their projects.

Learning outcomes at the course/module level (according to Bloom`s taxonomy)

Explain how to build a brand or reorientate it towards creating a rural business.

Develop communication skills such as to speak and present their business in public.

Demonstrate rural branding specifications needs.

Critically evaluate and make your own judgements... on whether a rural brand is viable and appropriate for their rural business idea.

Establish and expand knowledge... about branding, rural marketing and communication needs for rural entrepreneurship.

Acquire the ability, knowledge and skills to ... communicate and build a brand (or reorient it) to make it known to suppliers, customers, partners and investors, administrations and the media, as this is a fundamental aspect to increase the activity and volume of a rural business.

The participant has knowledge about: RURAL BRANDING
The participant has skills to: COMMUNICATE THEIR BUSINESS TO ANYONE
The participant has the competence of: BUILD A SUCCESSFUL RURAL BRAND

Course contents (list of all the topics covered within the module, the minimum of topics per each module could be 4, if partners agree)

1. Building a brand
2. Branding
3. Communication
4. The characteristics of rural entrepreneurship and rural branding.

Learning topic:

Organisation: *GrowthCoop SCA*

Course: « *Module 3: Creative entrepreneur (modern promotion instruments, creative problem solving, an innovative element of building a position in society)* **»**

Teaching hours: 12 hours

Mode of delivery: Wobis OER

EQF level: Level 4

Teaching methods (examples):
- online Learning Modules
- class deliverables
- tutorials or webinars, guest lectures, case studies

Assessment methods (examples) Please, describe how the assessment task(s) help trainees achieve the planned learning outcomes

- quizzes

Learning outcomes of the learning topic:
The participants will be able to explain...

Learning activity content:
The sub-units forming the learning topic:

1. Building your business brand
   - Internal dialogue: SWOT and Mindmap
   - Name and networks: the importance of the name, which networks to be in, web, blog, video blog, photos.
   - Egosurfing

2. Branding
   - Marketing vs. sales
   - Branding: Brand concepts and values
   - Design & visual language

3. Communication
   - Audience segmentation

- Brand message
- Positioning & personality

4. The characteristics of rural entrepreneurship and rural branding.
   - Definition, Scope, Feature, Importance, Characteristics

Recommended or required reading:

Recommended:

https://enrd.ec.europa.eu/sites/default/files/ED5808AC-994A-47AD-928F-0D3088716910.pdf

http://www.vitalruralarea.eu/scientific-articles/239-branding-rural-areas-motives-measures-and-management

https://www.econstor.eu/bitstream/10419/124803/1/ERSA2015_01367.pdf

Links to useful websites:
https://enrd.ec.europa.eu

Glossary:

Language of the course:
English, Slovak, Czech, Polish, Italian, Spanish, Croatian

Name of the teacher:
Javier Morales

Supervisor:

Feedback for evaluation

- questionnaires
- feedback from participants through focus-group meetings