

ASPIRA UNIVERSITY OF APPLIED SCIENCES SPLIT, CROATIA

30.06.25. – 04.07.25.

"MOMENTUM: Digital Marketing & Events Synergy"

About: "MOMENTUM: Digital Marketing & Events Synergy" explores the powerful intersection of digital marketing strategies and live or virtual events. This topic delves into how combining the reach and analytics of digital platforms with the immersive impact of events creates a dynamic marketing force. By leveraging social media, email campaigns, content marketing, and real-time engagement tools before, during, and after events, brands can build stronger connections, amplify their reach, and drive measurable ROI. The synergy between these domains generates sustained momentum that fuels brand awareness, customer engagement, and conversion.

Live dates: 30.06.25. – 04.07.25.

Virtual component: 19.06.25. through MS Teams

BIP ID: 2024-1-HR01-KA131-HED-000217221-1

Learning outcomes of the BIP

Upon completion of the module students will be able to:

- Demonstrate proper communication with the media
- Create different types of content for social media
- Plan everything necessary for holding the event
- Use digital tools in social media
- Track visibility and engagement on social media

Assesment and completion

Successful completion of the BIP is a result of the following 3 assessment elements:

- Group oral presentation with creation of social media content
- In-class performance and engagement in group work
- Active participation during the football club visit

CONTACT FOR LEARNING AGREEMENT AND CERTIFICATE

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