



Reflection on digital networks

Presentation

Based on case studies and simulations of work situations, this class aims to identify the prerequisites for implementing a digital strategy for a cultural project. This class is intended for those who wish to pursue careers as project managers, coordinators, directors, communication officers, etc., employed by a collectivity, a cultural center, a museum, a festival, etc.... Students will learn to ask themselves the - right - questions before building an integrated communication strategy: from the definition of target audiences to the articulation of print/web support tools, from the implementation of a narrative to the management a working community, from the identification and understanding of trends to adherence to an operational work schedule, from forecasting the real costs of implementation to measuring the impacts of the actions undertaken. The class focuses on presenting methodological elements and digital tools to serve this method. Ultimately, there is one message: a digital strategy cannot be conceived in isolation but must be integrated within the overall project.

Recommended Prerequisite(s)

Professional experiences (implementation of cultural project); an interest in communication practices; knowledge of cultural economic models.

In brief

ECTS credits : 1.0

Number of hours : 9.0

Teaching term : Six-monthly

Teaching activity : Seminar

Year : Fifth year

Validation : Final written examination

Contacts

Responsible(s)

Castelli Herve

herve.castelli@scpobx.fr



Bibliography

- * Revue MCD
- * [Le Cube](#)
- * [arte](#)

