



T.C.
SÜLEYMAN DEMİREL ÜNİVERSİTESİ REKTÖRLÜĞÜ
Öğrenci İşleri Daire Başkanlığı

Sayı : B.30.2.SDÜ.0.72.00.02./207-2078/15587
Konu : Yaz Okulu Programı

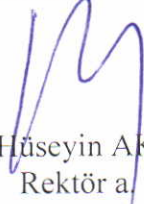
08-08-2012

.....DEKANLIĞINA
.....MÜDÜRLÜĞÜNE

İlgi: Yükseköğretim Kurulu Başkanlığı'nın bila tarih ve bila sayılı yazısı.

İlgi yazıyla Dışişleri Bakanlığı tarafından Salerno Üniversitesi ile Milano Politeknik Üniversiteleri arasında 17-21 Eylül 2012 tarihlerinde "Social Network and Design" konulu bir program düzenleneceği bildirilmiştir.

Konuya ilişkin yazı suretleri ekte gönderilmiş olup; öğretim elemanlarınıza ve öğrencilerinize duyurulması hususunda bilgilerinizi ve gereğini rica ederim.


Prof.Dr. Hüseyin AKYILDIZ
Rektör a.
Rektör Yardımcısı

EKLER :

1- Yazı Sureti (07 Sayfa)

DAĞITIM

Fakülte Dekanlıklarına

Enstitü, Yüksekokul ve Meslek Yüksekokul Müdürlüklerine

ELDEN GÖNDERİLMİYEN EVRAK

Viadeo

SOCIAL NETWORK INFLUENCE

social summer school

June 2012

S O C I A L N E T W O R K I N F L U E N C E

s o c i a l s u m m e r s c h o o l

SUMMARY

objectives
career opportunities
target
teaching methods
faculty
didactics
organization and logistics



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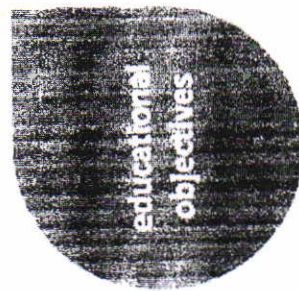
OBJECTIVES



Promotion in the territory of Southern Italy and in the countries of MED area of Social Network Influence Designer figure

Starting Osservatorio SNIF's training program in partnership with Poli.Design Consortium and the School of Management of Politecnico di Milano

Introducing the first edition of the Master SNID organized by Poli.Design Consortium in order to test the response of the territory in successive editions of the Master addressed to Southern Italy, in partnership with Poli.Design Consortium and the School of Management of Milan



Transferring to the school-goers knowledge in the field of advanced communication that is based on networks and provide them with tools to interpret the revolution in the dissemination of new ICTs as Social Network, Mobile, Cloud, Augmented Reality, gestural interfaces, etc...



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S O C I A L N E T W O R K I N F L U E N C E D E S I G N E R

a new professional figure able to maneuver easily in the field of advanced communications based on networks.

a specialized professional in planning, coordinating and monitoring the communication in the emerging and increasingly complex technology environments such as Social Network and mobile, the interaction between enterprises, public institutions and related: users, customers, consumers, citizens, patients, supporters, subscribers have found ways to let their voice be heard

how to become a professional or a startupper of influence design



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TARGET

typology

university students
graduates
professionals

origin

Southern Italy
Countries of MED area

University
Consulates / Embassies
Professional organizations
Osservatorio SNIF and Master SNID partners



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DIDACTICS modules

Background, the exponential evolution of networks, Web, Cloud and the Internet of Things



SNID: Prof. MARISA GALBIATI
SNIF: Prof. Massimo De Santo
Prof. Giorgio Ventre



Social Networks, Social Communication and Regulation
SNID: Prof. Marcello Cividini
Prof. Andrey Golub
SNIF: Prof. Giovanna De Minico
Ph.D. Federico Flaviano



Personal Branding. Theory and laboratory.
SNID: Ph.D. Luigi Centenaro
Ph.D. Sabrina Mossenta



Influence. Measurement and laboratory.
SNID: Prof. Marcello Cividini
Ph.D. Andrey Golub
SNIF: Prof. Francesco Colace



TECHNOLOGY-ENABLED BUSINESS MODELS & START-UP
SNID: Prof. Andrea Rangone
SNIF: Ph.D. Antonello Saccomanno

Prof. Marcello Cividini and Prof. Andrey Golub oversee the teaching and participate with their contributions throughout the week of training.



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ORGANIZATION AND LOGISTICS

**location,
duration,
time,
price**

Campus UniSa
5 days – 35 hours
September 2012 from 17 to 21
9:00 am – 1:00 pm / 2:00 pm – 6:00 pm
€ 300,00

accommodation

Basic solution: university residences
single rooms or small apartments consist of a single and a double room, for an additional fee of € 110 per person

Solution in convention with Best Western - Hotel Dei Due Principati
bed, breakfast, parking, wi-fi in the room.

Rates per person per night:

Single room € 60
Double room € 75
Triple room € 90

lunches

UniSa Refectory
basket for lunch and dinner included in the fee



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