GEO ERGON PAIDEIA   "START UP FARM: SKILLS FOR FUTURE ECO FARMERS"

COURSE DESCRIPTION

GO DIGITAL

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Revision History

Revised by	Date	Revision Control	Revision Reason
Harris Alexopoulos		Final Version	Initial Corrections and Proofreading

Course title

"Go Digital"

Name of trainer/s

Harris Alexopoulos

Purpose of the course

Understanding the ICT around agriculture. How ICT can be used by future eco farmers in order to increase efficiency, production and sales.

Objectives of the course

The students are expected to acquire the following skills after the end of the course:

- What are the ICT technologies that could help in production?
- How to turn to a Sustainable growth model through ICT?
- What are the sources of information about new opportunities?
- What are the available tools for getting informed?
- How they could create their internet presence?
- The basics on Web Marketing.

Teaching and Learning Methods

Teaching approach

A comprehensive transfer of knowledge and experiences to students through mental and experiential understanding of the convergence relations between ICT and Agriculture.

Delivery method

Face-to-face and distance learning.

Use of information and communication technologies

Use of ICT in teaching, in lab education, in communication,
- Setting up an information network for the study area.
- Organization of contacts and exchange of views and information.
- Demonstration and possible handling of new technical means of organization and monitoring.
- Setting up the e-class course and the forum for discussions.

Course Content

1. Introduction

Presentation of the Agricultural domain. The cases of Greece and Romania and the EU average. Explaining the particularities of the domain in terms of:

- access to funds
- existence of big companies with access to world markets
- structures for supporting entrepreneurship
- use of new technologies

2. Tools and methods for moving forward

What are the way towards a Sustainable growth model? Explaining the Establishment of collaborations, the ways of tackling the increased competition for exports, looking for niche markets (i.e. Mushrooms, raspberries), ways of growing your land & Invest in heavy machinery. How we are searching for exports and what are the open data and appropriate tool for be informed? How we find new costumers by developing a website?

3. Web Marketing Basics

Presentation of the core Strategies for web marketing and examples in each of them:

a. Banners
b. E-mail marketing
c. Google Advertising
d. Social media

e. Search Engine Optimization
f. Content marketing
g. Web Analytics

Presentation of google adwords. Online Marketing is 54% successful at generating leads >1.2M businesses advertise on Google Search Network. Selection of Effective Keywords using Google Trends.

Successful' SMM implies high consumer engagement with the Brand's messages on Social Media. Here, engagement is calculated as follows:

$$\textbf{\textit{Social Media Engagement = 0.5*Σ(Likes) + 1*Σ(Comments) + 1.5*Σ(Shares)}}$$

4. Oiveo case study: Go Digital

An example of an integrated sustainable development of a solution to increase the exports of their products. A full business plan is presented for the case of Oliveo platform.

The following are envisaged: An online communication through a permanent website for consultation and exchange of information and views in collaboration with students of the same age, their teachers and village leaders. The creation of POWER POINT on the case study as well as towards the fulfilment of all the course targets.

Educational material (materials / sources / resources required to complete the course)

- Websites
- Books
- Previous studies
- eclass material

The reference material, the bibliographic review, the proposed supplementary literature and everything else concerning the educational material will be posted on the platform 15 days before the start of the courses.

Keywords

ICT, Digitalisation, Agriculture, Education, Entrepreneurship, Web Marketing, open data.