



UNIVERSITÀ  
DEGLI STUDI  
DEL MOLISE



Co-funded by the  
Erasmus+ Programme  
of the European Union



Curriculum Development :  
An Innovative Master  
In History And Archaeology



FSC  
Fondo per lo Sviluppo  
e la Coesione



CUDIMHA

# Curriculum Development: An Innovative Master in History and Archaeology

Training seminar on Cultural Management & Marketing

TUESDAY 1st MARCH, 2022

10.00-11.30 Welcome and presentation of MACTE  
Museum of Contemporary Art: Doing business through culture  
UNIMOL at Termoli

11.30-13.00 Tour of the old Town and the cultural site "Termoli Sotterranea":  
the organization and management of ancient ruins  
for tourism and recreation purposes

14.30-16.30 **Professor Angelo Presenza** UNIMOL  
Cultural Tourism Hackathon – how to apply management skills for  
valorizing cultural heritage through startup competitions (theory)  
UNIMOL at Termoli

18.00 **Professor Letizia Bindi** UNIMOL  
The Misteri Museum Tour  
with the Giovanni e Liberato Teberino,  
from the organization 'Misteri e Tradizioni'

WEDNESDAY 2nd MARCH, 2022

9.45-10.30 Welcoming CUDIMHA's guests at UNIMOL

10.30-11.00 **Dr. Antonella Minelli** UNIMOL  
A Tour of the University's Archaeological Laboratory

12.00-12.10 Greetings from

SANT'ELIA A PIANISI'S MAYOR **Mr. Biagio Faiella**

12.10-13.30 **Professor Carlo Ebanista** UNIMOL  
A Tour of the archaeological site in Sant'Elia a Pianisi

15.30-17.30 **Professor Michele Modina** UNIMOL  
Cultural Tourism Hackathon  
how to apply the Lean Startup approach for valorizing cultural heritage (theory)  
UNIMOL at Campobasso

THURSDAY 3rd MARCH, 2022

9.30-11.00 How to promote cities through storytelling.  
The experience of Me.mo. Cantieri culturali.

11.00-13.00 **Dr. Davide Delfino**  
Guided Tour of SAMNITE'S MUSEUM – MUSEO SANNITICO  
The organization and management of ancient ruins for tourism and  
recreation purposes

15.30-17.30 **Professor Michele Modina** UNIMOL  
with **110 Laude** UNIMOL'S SPIN-OFF  
Cultural Tourism Hackathon  
how to apply the Lean Startup approach for valorizing cultural heritage (practice)  
UNIMOL at Campobasso

Promotion and dissemination of project **Valorizzazione del patrimonio archeologico della Regione Molise** sponsored by Regione Molise (Fondi FSC).  
"Intervento finanziato con risorse FSC - Piano Sviluppo e Coesione della Regione Molise".

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+ **CUDIMHA (Curriculum Development: An Innovative Master in History and Archaeology)**, no. 598749-EPP-1-2018-1-IT-EPPKA2-CBHE-JP

March 1st | 3rd, 2022  
University of Molise · Campobasso · Italy



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