

Technology and Innovation in Cultural Heritage: An introduction to the latest cutting edge technologies used for the promotion and preservation of UNESCO world heritage sites.
(Evan Fakhoury)

1. Introduction to Technology and Cultural Heritage
2. Digital Replication
3. Graphic Information Systems (GIS)
4. Virtual and Augmented Reality, and Mobile Apps
5. Artificial Intelligence (AI) and Machine Learning (ML)
6. Blockchain Technology in Cultural Heritage

Marketing: An Innovative Approach to Cultural Heritage promotion and preservation.
(Evan Fakhoury)

1. Introduction to Marketing Fundamentals
2. Marketing and Cultural Heritage
3. The Power of Branding
4. The Value of Storytelling
5. Education and Cultural Heritage
6. Partnerships
7. Case Studies

Sustainability: Tourism and Cultural Heritage
(Marc Abou Abdallah)

1. Defining Cultural Heritage
2. Cultural Heritage around the world
3. Cultural Heritage risks and sustainability
4. Conflict-Damaged Sites in Lebanon
5. Maximizing information from Conflict-Damaged Sites
6. Case Study

Business Models for the Cultural Industry
(Marc Abou Abdallah)

1. Heritage values
2. Understanding value creation in cultural industries
3. Business model innovation in cultural and creative industries in the world
4. Business Model in Cultural and Creative industries in the world
5. Business Model in Cultural and Creative industries in Lebanon
6. Case Study