

Course title: TERRITORIAL MARKETING

ECTS credit allocation (and other scores): 2

Semester: spring

Level of study: ISCED-6 - first-cycle programmes (EQF-6)

Branch of science: Social sciences and Engineering and technology

Language: English

Number of hours per semester: 15/15

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Type of classes: classes

Substantive content

CLASSES: 1. Introductory classes - discussion of the schedule of classes and the principles of passing the exercises 2. Territorial marketing in the aspect of territorial areas and public institutions 3. Examples of the activity of territorial self-governments in Poland in terms of the promotion of the region. Assessment of the image of cities and regions based on selected examples. 4. Using positioning as a tool to achieve a competitive advantage of municipalities. 5. Analysis and design of marketing activities of public institutions. Determinants of the attractiveness of cities. 6. Local product promotion program 7. Evaluation and analysis of conceptual designs for the promotion of cities (case studies).

LECTURES: 1. Introductory lecture. 2. Territorial marketing - basic concepts and definitions. 3. Territorial marketing and enterprise marketing - similarities and differences. 4. Goals and conditions for the development of territorial marketing 5. Marketing mix. Product and territorial subproduct 6. Factors of urban and regional development. Shaping the image of cities and regions. 7. Promotional instruments of territorial marketing 8. Multifaceted territorial marketing. 9. Creating an image at the level of cities, regions and the state. 10. Basics of psychology and the art of argumentation.

Learning purpose: To familiarize students with territorial marketing. Mastering the techniques and activities of territorial marketing in stimulating local development.

On completion of the study programme the graduate will gain:

Knowledge: Has knowledge in the field of territorial marketing, in particular: similarities and differences in territorial marketing and enterprises, goals and conditions for the development of territorial marketing, understands the concept of marketing mix, is able to define the product and territorial sub-product, understands how cities and regions develop, knows promotional instruments of territorial marketing.

Skills: Can analyze and evaluate the activities of initiators in terms of creating the image of cities, can apply basic marketing methods in territorial units and on the local scale, including techniques determining and shaping the image of places as well as creating and assessing city promotion projects, is able to develop city promotion program based on a marketing product.

Social Competencies: Student is creative, can independently solve tasks and conceptual problems related to territorial marketing.



Basic literature: 1) Philip Kotler ,Donald Haider, Irving Rein , Marketing Places, wyd. Free Press , 1993; 2) Domański T, Marketing terytorialny. Strategiczne wyzwania dla miast i regionów, wyd. Centrum Badań Studiów Francuskich, 1997; 3) Szromnik A, Marketing terytorialny, wyd. Oficyna a Wolters Kluwer business, 2008

Supplementary literature: -

The allocated number of ECTS points consists of:

Contact hours with an academic teacher: 30

Student's independent work: 30