



Subject card

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|---|---|--|-------------------------------------|------------|--|---------|-----|
| Subject name and code | Territorial marketing, PG_00053616 | | | | | | |
| Field of study | Spatial Development | | | | | | |
| Date of commencement of studies | February 2023 | Academic year of realisation of subject | | | 2023/2024 | | |
| Education level | second-cycle studies | Subject group | | | Obligatory subject group in the field of study | | |
| Mode of study | Full-time studies | Mode of delivery | | | at the university | | |
| Year of study | 2 | Language of instruction | | | Polish | | |
| Semester of study | 3 | ECTS credits | | | 1.0 | | |
| Learning profile | general academic profile | Assessment form | | | assessment | | |
| Conducting unit | Department of Urban Design and Regional Planning -> Faculty of Architecture | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | dr inż. arch. Magdalena Rembeza | | | | | |
| | Teachers | dr inż. arch. Magdalena Rembeza | | | | | |
| Lesson types and methods of instruction | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 15.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15 |
| | E-learning hours included: 0.0 | | | | | | |
| Learning activity and number of study hours | Learning activity | Participation in didactic classes included in study plan | Participation in consultation hours | | Self-study | | SUM |
| | Number of study hours | 15 | 1.0 | | 9.0 | | 25 |
| Subject objectives | To gain knowledge related to the essence, elements and methods of territorial marketing. To gain skills and knowledge related to the use of marketing techniques in spatial management | | | | | | |
| Learning outcomes | Course outcome | Subject outcome | | | Method of verification | | |
| | K7_U03 | Student uses known methods to develop analyzes in the field of territorial marketing, integrates knowledge of scientific disciplines related to urban planning, and also applies a systemic approach, also taking into account non-technical aspects | | | [SU1] Assessment of task fulfilment | | |
| | [K7_K71] is able to explain the need to apply knowledge from humanistic, social, economic or legal sciences in order to function in a social environment | Student can explain the need to use knowledge of the humanities or social or economic sciences in a social environment in relation to territorial marketing | | | [SK1] Assessment of group work skills | | |
| Subject contents | <ol style="list-style-type: none">1. Territorial marketing introduction2. The role and main functions of territorial marketing3. Place in territorial marketing4. Territory as a competitive system/ Territorial competition5. External and Internal territorial marketing6. Marketing mix7. City marketing8. City branding. Why to brand cities?!9. City branding. The case study of Copenhagen10. City branding. The case study of New York11. Plans and strategies for territorial marketing12. Territorial marketing tools13. Marketing strategy for city of Sopot14. City marketing of Amsterdam <p>Territorial marketing of metropolitan areas</p> | | | | | | |
| Prerequisites and co-requisites | | | | | | | |

| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
|--|--|---|-------------------------------|
| | activity | 75.0% | 20.0% |
| | on the basis of the submitted study | 70.0% | 80.0% |
| Recommended reading | Basic literature | <p>1. A. Szromnik, Marketing terytorialny, Wyd. Wolters Kluwer, Warszawa 2008</p> <p>2. T. Markowski, Marketing terytorialny, KPZK PAN, Warszawa 2002</p> <p>3. Domański Tomasz (red.), Marketing terytorialny. Strategiczne wyzwania dla miast i regionów. Centrum Badań i Studiów Francuskich Instytut Studiów Międzynarodowych - Uniwersytet Łódzki. Łódź 1997.</p> <p>4. Kotler Philip, Haider Donald H., Rein Irving, , Marketing places. Attracting Investment, Industry, and Tourism to Cities, States, and Nations. New York, Toronto, Oxford, Singapore, Sydney 1993.</p> <p>5. Pogorzelski J.: Praktyczny marketing miast i regionów, Warszawa 2012</p> | |
| | Supplementary literature | <p>1. B. Jałowiecki, Zarządzanie rozwojem aglomeracji miejskich, WSFiZ, Białystok 2002</p> <p>2. M. Berman, Strategiczne planowanie rozwoju gospodarczego. Budowanie lepszej przyszłości gospodarczej w polskich gminach, MUNICIPIUM, Warszawa 2000</p> <p>3. Komunikacja i współpraca sektorów w gminie, red. Wiktorowska A., MUNICIPIUM, Warszawa 2000</p> | |
| | eResources addresses | <p>Adresy na platformie eNauczanie: Territorial Marketing 2024 - Moodle ID: 38211 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=38211</p> | |
| Example issues/ example questions/ tasks being completed | <p>Give the definition of territorial marketing according to A. Szromnik</p> <p>Describe the five dimensions of territorial marketing.</p> <p>Describe the goals of territorial marketing.</p> <p>Discuss the basic instruments of territorial marketing.</p> <p>Discuss the model for the development of the place brand according to Kevin Keller.</p> <p>Explain the place brand development process and related problems.</p> <p>Discuss the concept of emotional branding in place marketing.</p> <p>Explain and discuss the process of building a positive image of the city and the region.</p> | | |
| Work placement | Not applicable | | |