



## Subject card

|   |   |  |                                     |            |  |         |     |
|---|---|--|-------------------------------------|------------|--|---------|-----|
| Subject name and code                       | Territorial marketing, PG_00053616  |  |                                     |            |  |         |     |
| Field of study                              | Spatial Development   |  |                                     |            |  |         |     |
| Date of commencement of studies             | October 2022  | 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  |  |                                     |            |  |         |     |
| 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_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          |         |     |
|   | 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            |         |     |
| Subject contents                            | <ol style="list-style-type: none"><li>1. Territorial marketing introduction</li><li>2. The role and main functions of territorial marketing</li><li>3. Place in territorial marketing</li><li>4. Territory as a competitive system/ Territorial competition</li><li>5. External and Internal territorial marketing</li><li>6. Marketing mix</li><li>7. City marketing</li><li>8. City branding. Why to brand cities?!</li><li>9. City branding. The case study of Copenhagen</li><li>10. City branding. The case study of New York</li><li>11. Plans and strategies for territorial marketing</li><li>12. Territorial marketing tools</li><li>13. Marketing strategy for city of Sopot</li><li>14. City marketing of Amsterdam</li></ol> <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 |
|--|--|---|-------------------------------|
|  | on the basis of the submitted study  | 70.0%   | 80.0%                         |
|  | activity   | 75.0%   | 20.0%                         |
| 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   | Adresy na platformie eNauczanie:  |                               |
| Example issues/<br>example questions/<br>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   |   |                               |