



Subject card

Subject name and code	Territorial marketing, PG_00065305						
Field of study	Spatial Development						
Date of commencement of studies	February 2025		Academic year of realisation of subject		2025/2026		
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 -> Wydziały Politechniki Gdańskiej						
Name and surname of lecturer (lecturers)	Subject supervisor						
	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		2.0		8.0	25
Subject objectives	Gaining knowledge related to the essence, elements and methods of territorial marketing. Gaining skills and knowledge related to the use of marketing techniques in space management.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_U03] uses the learned methods for the development of non-standard analyses and studies in the field of spatial development; integrates knowledge from different scientific disciplines, applies a system approach taking into account non-technical aspects		uses the methods learned to develop non-standard analyses and studies in the field of spatial management; integrates knowledge from various scientific disciplines, applies a systemic approach, 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		a student can explain the need of using the knowledge in the field of humanities or social or economic in functioning in the social environment in relation to territorial marketing.		[SK1] Assessment of group work skills		
Subject contents	1. Introduction to territorial marketing 2. Role and main functions of territorial marketing 3. Place in territorial marketing 4. Territorial competition 5. External and internal territorial marketing 6. Marketing mix 7. City marketing 8. City branding introduction 9. City branding on the example of Copenhagen 10. City branding on the example of New York 11. Territorial marketing plans and strategies 12. Territorial marketing tools 14. Amsterdam marketing strategy.						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	assessment of the presentation on the selected topic		75.0%		80.0%		
	active involvement during classess		70.0%		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 nvestment, 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. Greenberg M., Branding New York. How City in Crisis was Sold to the World, Routledge NY, 2008.</p> <p>2. Kumar, N., Panda, R.K., Place branding and place marketing: a contemporary analysis of the literature and usage of terminology. Int Rev Public Nonprofit Mark 16, 255292 (2019).</p> <p>3. Dinnie K., City branding. Theory and cases, London, 2010.</p>
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	<p>Give definitions of territorial marketing according to A. Szromnik</p> <p>Describe five dimensions of territorial marketing.</p> <p>Describe the objectives of territorial marketing.</p> <p>List and discuss the basic instruments of territorial marketing.</p> <p>Discuss Kevin Keller's place brand development model.</p> <p>Explain the process of developing a place brand and the problems associated with it.</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 region.</p>	
Work placement	Not applicable	

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