



## Subject card

Subject name and code	Territorial marketing, PG_00065315						
Field of study	Spatial Development						
Date of commencement of studies	February 2026		Academic year of realisation of subject		2026/2027		
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 -> Wydział Politechniki Gdańskiej						
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		2.0		8.0	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] 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		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	<div>1. Territorial marketing introduction</div> <div>2. The role and main functions of territorial marketing</div> <div>3. Place in territorial marketing</div> <div>4. Territory as a competitive system/ Territorial competition</div> <div>5. External and Internal territorial marketing</div> <div>6. Marketing mix</div> <div>7. City marketing</div> <div>8. City branding. Why to brand cities?!</div> <div>9. City branding. The case study of Copenhagen</div> <div>10. City branding. The case study of New York</div> <div>11. Plans and strategies for territorial marketing</div> <div>12. Territorial marketing tools</div> <div>13. Marketing strategy for city of Sopot</div> <div>14. City marketing of Amsterdam</div> <div>Territorial marketing of metropolitan areas</div>						
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	1. A. Szromnik, Marketing terytorialny, Wyd. Wolters Kluwer, Warszawa 2008  2. T. Markowski, Marketing terytorialny, KPZK PAN, Warszawa 2002  3. Domański Tomasz (red.), Marketing terytorialny. Strategiczne wyzwania dla miast i regionów. Centrum Badań i Studiów Francuskich Instytut Studiów Międzynarodowych - Uniwersytet Łódzki. Łódź 1997.  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.  5. Pogorzelski J.: Praktyczny marketing miast i regionów, Warszawa 2012	
	Supplementary literature	1. B. Jałowiecki, Zarządzanie rozwojem aglomeracji miejskich, WSFiZ, Białystok 2002  2. M. Berman, Strategiczne planowanie rozwoju gospodarczego. Budowanie lepszej przyszłości gospodarczej w polskich gminach, MUNICIPIUM, Warszawa 2000  3. Komunikacja i współpraca sektorów w gminie, red. Wiktorowska A., MUNICIPIUM, Warszawa 2000	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Give the definition of territorial marketing according to A. Szromnik  Describe the five dimensions of territorial marketing.  Describe the goals of territorial marketing.  Discuss the basic instruments of territorial marketing.  Discuss the model for the development of the place brand according to Kevin Keller.  Explain the place brand development process and related problems.  Discuss the concept of emotional branding in place marketing.  Explain and discuss the process of building a positive image of the city and the region.		
Work placement	Not applicable		

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