Department of Planning and Regional Development

School of Engineering, University of Thessaly

**PLACE MARKETING**

**(ΜΑΡΚΕΤΙΝΓΚ ΤΟΥ ΤΟΠΟΥ)**

Undergraduate Elective Course (also available for Architecture students)

Code: ΔΕ0500, ECTS Credits: 5

Fall Semester 2018

#### Wednesday 14:00-17:00, Room A2

#### Lecturers: Eva Psatha, Theodore Metaxas

#### Teaching Assistants: Georgia Lalou, Sotiria Katsafadou, Neoklis Mantas

#### Course Coordinator: Prof. Alex Deffner

**SYLLABUS**

# 1. OBJECTIVES

Place Marketing (PM) is considered to be an innovative subject (?) for the contemporary Greek reality (even in the academy) and, based on the fact that internationally PM has been increasingly acknowledged over the past 30 years, the added value created, and therefore the objective of the course, focus mainly on two levels:

* The level of opportunity for Department of Planning and Regional Development (DPRD) students to get familiar with a new and innovative subject (?), with a high degree of active participation and action development
* The level of utilization of the knowledge, combined with their deeper cultivation, in the professional field

The aim of the course is to combine Urban and Regional Planning and Development issues (which form the 3 basic orientations of DPRD) through a modern perspective. The geographical dimension of Place Marketing mainly concerns regions and cities, in which case there is talk of Place Marketing and Branding.

**2. PREREQUISITES**

Basic theoretical knowledge regarding urban planning and development is assumed as prerequisite to follow the course. The methodology of field survey using questionnaires is also considered to be known.

# 3. CONTENTS

The contents of the course cover a wide range of fields which increasingly concern the international reality of the past 30 years. Through the study of the international experience, both at theoretical and practical level (case studies), students have the chance to get informed and deal with general issues, such as:

* Differences between Place Marketing and Branding and ‘conventional’ marketing and branding) - with the emphasis given on the social and cultural dimension of the former, on place competitiveness (which is connected to the 3 basic dimensions of Place Marketing, i.e. the attraction of businesses, residents and visitors) and on the role of Place Marketing in development

And with more specific issues, such as:

* Market research, market segmentation (of the potential target markets), shaping the image of the city, strategic marketing plans, the role of mega events, developing the culture and tourism through marketing (and branding) procedures

The course has a special significance for the Department of Planning and Regional Development and its specialist of Tourism Planning, Research and Policy Laboratory (LaReTour), as they organized the two successful Panhellenic Conferences on Place Marketing and Branding, which took place in Volos and Larissa in 2012 and 2017 respectively. Their key themes concerned the new tendencies in local development and communication strategies, while their success was also based on our students, who contributed as volunteers or/and authors. LaReTour has also elaborated the Strategic Marketing Plans for Larisa and Kozani, which were the first SMPs for cities in Greece. Following an intensive effort by LaReTour, on 27-29 November 2019, the DPRD will organize the 4th International Place Branding Association (IPBA) Conference, which is the most important international conference on this subject.

The timetable will be released after the 4th lesson (24/10), when the working groups will have been finalized.

**4. TEACHING AND LEARNING METHODS**

The course includes the following:

* lectures (aiming to provoke student participation and discussion)
* short class exercises (to ensure studen involvement)
* visits to interesting parts of Volos during which place-marketing proposals will be discussed in situ
* lectures by invited speakers
* video projections about selected cities / areas, since the audiovisual dimension plays a critical role in marketing (and branding)
* film projection

Teaching material will be uploaded on the e-class platform. Students should register **by the 4th lesson (24/10) on the course’s e-class site and follow it regularly. It will be locked on 26/10**.

The course is supported byLaReTour (DPRD, room Β3).

**5. REGARDING ESSAYS**

There are the following possibilities:

* It could be the elaboration of a Pilot Strategic Marketing Plan for a city, elaborated by groups of (up to) 6 students (the selection of the specific subject is highly recommended)
* Alternatively, students may choose individually (or in groups of 2) from the following list of subjects or propose their own essay title in agreement with the course coordinator.

# Indicative subjects

* 1. City competitiveness and marketing / branding: review of international practice
  2. Cultural profile of cities and marketing / branding: A case study
  3. Place marketing / branding in the Europe of 28: Study of a city (Prague, Warsaw, Bucharest, Budapest).
  4. Place Marketing/ branding for a city for which information can be easily reached accessed on the web: Toronto, Las Vegas, Berlin or Barcelona.
  5. Design Draft Marketing Plans for special sectors (cruises, gastronomy, etc.) and design of infrastructures (info-points, routes, etc).
  6. Design the investment profile (and image) of a specific city / area.
  7. Marketing Strategy for a city on the occasion of a special event, e.g. European Capital of Culture 2021.
  8. Draft Strategic Marketing Plan for a Greek or European city (in working groups of 2 or 3 students).
  9. Draft Strategic Marketing Plan for an area under regeneration.
  10. Nation Branding (case study).

The essay subject should be selected by the **3rd lesson (17/10)**

Additional literature will be provided by the tutors during the essay research phase.

Both the essay and the presentation documents (word or pdf and ppt) should be delivered in one hard copy and two CD-ROMs (or be sent to the tutors). The use of audiovisual tools during the power-point presentation is encouraged.

**5. EVALUATION METHODS**

The final grade is calculated according to the following formula:

1. set discussions with tutors of in-progrss essay work: 20%
2. final essay: 35%
3. in-class essay presentation: 25%
4. participation in class (plus set exercises) 20%

Students are evaluated individually. Both the general attitude of the student and her/his contribution to the course’s activities are also taken into account. An extra bonus of up to 10% may be granted to those who will produce a short text concerning the films to be projected in the context of the course (depending on the final programme).

All essays will be tested by the turnitin plagiarism prevention program (https://turnitin.com/login\_page.asp?lang=en\_us).

# 6. LITERATURE (the main literature is noted with an \*)

## RECOMMENDED READING

1. Middleton, V., Hawkins R., (1998) *Sustainable Tourism: A Marketing Perspective*, Oxford: Butterworth-Heinemann
2. Knight, P. (2004) *The highly Effective Marketing Plan,* Pearson Prentice Hall
3. Stevenson, D. (2003) *Cities and Urban Cultures* (Maidenhead: Open University Press)
4. Hall T., Barrett, H. (2011) *Urban Geography*, London: Routledge

**FURTHER – ADDITIONAL READING**

Anholt, S. (2004) *Brand New Justice: How Branding Places and Products Can Help the Developing World*, Oxford: Butterworth-Heinemann.

\*Anholt, S. (2006) *Competitive Identity: The New Brand Management for Nations, Cities and Regions*, Basingstoke: Palgrave Macmillan.

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1. Chaudhary M., 2000 ‘India’s image as a tourist destination- a perspective of foreign tourists’, *Tourism Management*, 21 pp. 293-297
2. Cheshire P.C and Gordon I.R., 1996 ‘Territorial Competition and the predictability of collective (in)action’, *International Journal of Urban and Regional Research*, 20 pp.383-399
3. Cheshire P.C and Gordon I. R, 1998 ‘Territorial Competition: some lessons for policy’, *The Annals of Regional Science*, 32:321 –346

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City of Amsterdam (2003), *Choosing Amsterdam, Brand Concept and Organization of the City Marketing*, Amsterdam.

Cooper C., Fletcher J., Gilbert D., Shepherd, R. and Wanhill S., 1998 *Tourism Principles and Practice,* Longman.

1. Cuadrado-Roura R.J., Rubalcaba-Bermejo L., 1998 ‘Specialisation and Competition amongst European cities: Anew approach through Fair and Exhibition activities’, *Regional Studies,* vol. 32.2., pp. 133-147
2. \*Dayan, A. (2010) *Le Marketing,* Paris: Press Universitaires de France (in French Language)
3. D’Arcy E and Keogh G., 1998 ‘Territorial Competition and Property Market Process: An Exploratory analysis’, *Urban Studies*, vol. 35, no.8 pp. 1215-1230
4. Deffner, A. και Labrianidis, L. (2005) 'Planning Culture and Time and in a Mega Event: Thessaloniki as the European City of Culture, 1997'*, International Planning Studies,* vol. 10 (3-4), pp. 241-264.

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2. Degen, M., 2008, *Sensing Cities: Regenerating Public Life in Barcelona and Manchester*, Routledge, London.

\*Dinnie, Keith (2010) *City Branding: Theory and Cases*, Basingstoke, Palgrave Macmillan.

Donald, Stephanie, Gammack, John G. (2007) *Tourism and the Branded City: Film And Identity on the Pacific Rim*, Aldershot: Ashgate.

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2. Ellis G., McKay S., 2000 ‘Belfast: City Management profile’, *Cities,* vol. 17., pp. 47-54
3. Ellis G., Kim J., 2001 ‘ Dublin’, *Cities*, vol. 18., pp. 355-364

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\*Gold J.R. and Ward S. V. (eds) (1994) *Place Promotion: The Use of Publicity and Marketing to Sell Towns and Regions*, Chichester: Wiley.

Gratton C., Henry I. (eds), (2001) *Sport in the City, The Role of Sports in Economic and Social Regeneration*, Routledge, London.

Greenberg Miriam (2008) *Branding New York: How a City in Crisis was Sold to the World*, New York; London: Routledge.

Hall T. and Hubbard P. (eds) (1998) *The Entrepreneurial City.* Chichester:J. Willey and Sons.

\*Häussermann, H. and Colomb, C. (2003), «The New Berlin: marketing the city of dreams¨ in Hoffman, L.M. and Fainstein, S.S. and Judd, D.R., (eds.) ***Cities and Visitors: Regulating People, Markets and City Space*,** Blackwell Publishing, Oxford.

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2. Johnson M., 1995 ‘Czech and Slovak tourism: Patterns, problems and prospects’, *Tourism Management*, vol.16, no.1, pp.21-28
3. Jussila H., and Segerstahl B., 1997 ‘Technology Centers as Business Environment in Small Cities’, *European Planning Studies*, vol. 5, no.3 pp. 371-383

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2. Mastop, H and Faloudi A, 1997 ‘Evaluation of Strategic Plans: the performance principle’, *Environment and Planning B: Planning and Design*, vol. 34, pp. 815-832.
3. ΜcGill R., 1998 ‘Viewpoint: Urban Management in Developing Countries’ *Cities*, vol. 15, no.6 pp. 463-471

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Metaxas T. (2005), ‘Market research and target market segmentation in Place Marketing procedure: a structural analysis’ in Szuice H. και Florek M.(eds) *Marketing Territoriality* (*Territorial Marketing, Application Possibilities, Development Trends),* Department of Trade and Marketing, The Poznan University, Academy of Economics, Poland, pp. 50-74 (in Polish and English)

1. \*Metaxas T., Deffner A. (2008) ‘Marketing, management and promotion policies of city image: Defining the role and the contribution of public museums in Greece’, στο Μπούνια Α., Νικονάκου Ν. και Οικονόμου Μ. (επ.) *Η Τεχνολογία στην Υπηρεσία της Πολιτισμικής Κληρονομιάς: Διαχείριση, Εκπαίδευση, Επικοινωνία*, Αθήνα: Καλειδοσκόπιο, σσ. 117-130.
2. Meter M., and Ruzic D., 1999 ‘Marketing identity of the tourism product of the Republic of Croatia’, *Tourism Management*, 20 pp.635-643

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**JOURNALS**

Primary

*Journal of Place Management and Development.*

*Journal of Town and City Management*

*Place Branding and Public Diplomacy*

Secondary

*The Annals of Regional Science*

*Cities*

*Environment and Planning C: Government and Policy*

*European Planning Studies*

*International Journal of Urban and Regional Research*

*Regional Studies*

*Tourism Management*

*Urban Studies*

**FILMS**

*99 Francs* (2007), Jan Kounen (advertising)

*No* (2012), Pablo Larrain (political and social marketing)

*Our Brand is Crisis* (2005), Rachel Boynton (political marketing)  
*Τhank You For Smoking* (2005), Jason Reitman (advertising marketing)  
*Wag the Dog* (1997), Barry Levinson (political marketing)

Cities of Love franchise various directors (city marketing and branding)

*Berlin, I Love You* (2012)

*Paris, Je t’ Aime* (2006)

*New York, I Love You* (2008)

*Rio, Eu Te Amo* (2014)

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