



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Marina Perišić Prodan, PhD, Assistant Professor	
Name of the course	Urban Marketing	
Study programme	Management of Sustainable Development	
Status of the course	elective	
Year of study	4 th	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
1. Course objectives		
<p>Urban marketing can be considered as a tool for use in city management. Its importance in city management is derived from the fact that the concept of urban marketing involves all areas in which cities are active, ranging from the town administration and its impact on city management, to residents and tourists and to attracting potential investors.</p> <p>Accordingly, the basic objectives of the course are:</p> <ul style="list-style-type: none"> • to teach students the concept and importance of urban marketing • to enable students to master the knowledge needed to understand the concept of urban marketing by helping them to acquire specific knowledge in the field of urban marketing management, the elements of the marketing mix of city centres, and process of city branding • applying the acquired theoretical knowledge to a concrete marketing context in tourism 		
2. Course enrolment requirements		
<p>Students are required to have passed the Marketing examination. It is assumed that students possess basic knowledge in the field of marketing.</p>		
3. Expected learning outcomes		
<p>After passing the course examination, students should be able to:</p> <ul style="list-style-type: none"> • correctly interpret and explain the concept, importance and fundamental purpose of urban marketing • describe and explain the concept of strategic urban marketing • identify factors and explain their potential influences on cities • explain the concepts of the vision, mission, objectives and strategies of city centres and how there are interrelated • distinguish strategies and describe their effect on city centres • describe and explain the ways of selecting target markets and positioning cities • explain and interpret the characteristics of a city centre marketing mix • describe the manner of managing urban market • correctly explain the concept, importance and process of city branding in urban marketing <p>analyse, make a case for, describe and interpret the application of urban marketing by implementing acquired theoretical knowledge to concrete examples in specific urban centres.</p>		
4. Course content		
<ol style="list-style-type: none"> 1. The concept and purpose of urban marketing 2. The concept of strategic urban marketing 3. Analysing the external and internal city environment 4. Defining city visions, missions and objectives 		



5. Devising city strategies 6. Selecting target markets and positioning cities 7. The marketing mix of city centres 7.1. The city as a product 7.2. The city-product pricing policy 7.3. Distribution channels in cities 7.4. Promotion within the framework of urban marketing 8. Implementing strategic urban marketing 9. Urban marketing and city branding 10. The role of city identity and image in urban marketing 11. Building a city brand 12. City branding strategies 13. City brand management							
5. Manner of instruction		<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork			<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other		
6. Comments							
7. Student responsibilities							
Class attendance and accomplishment of teaching duties.							
8. Monitoring of student work ¹							
Class attendance	1,2	Class participation		Seminar paper	0,2	Experimental work	
Written exam	0,5	Oral exam		Essay		Research	0,2
Project		Continuous assessment	0,9	Report		Practical work	
Portfolio							
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management. For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
10. Mandatory literature (at the time of submission of study programme proposal)							
1. Paliaga, M.: Strateški urbani marketing: mogućnost primjene koncepcije urbanog marketinga u hrvatskim gradovima, vlastita naklada, Rovinj, 2004. 2. Paliaga, M.: Branding & konkurentnost gradova, vlastita naklada, Rovinj, 2008.							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
1. Heeley, J.: Urban Destination Marketing in Contemporary Europe: Uniting Theory and Practice, Channel View Publications, 2015. 2. Kolb, B.: Tourism Marketing for Cities and Towns: Using Branding and Events to Attract Tourists, Butterworth-Heinemann, 1st edition, 2006. 3. Ashworth, G., Kavaratzis, M.: Towards Effective Place Brand Management: Branding European Cities and Regions, Edward Elgar Pub, 2010.							

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



4. Gascó-Hernández, M., Torres-Coronas, T.: Information Communication Technologies and City Marketing: Digital Opportunities for Cities Around the World, Information Science Reference, 1st edition, 2009.
5. Anholt, S.: Places, Palgrave Macmillan, 2009.
6. Kotler, Ph., Lee, N.: Marketing u javnom sektoru – put do bolje izvedbe, MATE d.o.o. Zagreb, 2007.

12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences

The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.