



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Laboratorio 13 - Grandi eventi urbani

2223-3-E1501N119

Learning objectives

The workshop aims to bring students closer to the topic of major urban events as tools for the promotion and development of contemporary cities.

Contents

- Introduction to the concept of events
- The role of events in urban development and territorial marketing policies
- The effects of events on the city
- Development of a group project

Detailed program

Prerequisites

The course has no specific prerequisites.

Teaching methods

Lectures and group work

Assessment methods

Final group presentation

Textbooks and Reading Materials

Slides and scientific articles will be provided during the course.

Sustainable Development Goals

SUSTAINABLE CITIES AND COMMUNITIES
