UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Urban Marketing

2223-2-F4901N082

Learning objectives

Contents

The course aims to put forward a possible critical analysis of urban marketing policies. Starting from a historical review of the debate on this issue and on the main theories that have characterized the discussion from the 80s onwards, the course will attempt to highlight the challenges and new trends that the urban marketing strategies of the new millennium need to take into account.

Detailed program

In between the late 70's and early 80's, many cities / capitals of advanced economies faced severe economic crisis coupled with a critical contraction of Fordist manufacturing systems. Local governments have been forced to develop entrepreneurship strategies (Harvey 1989) that would be able to rethink the attractiveness of their cities. Urban marketing policies have become tools to revitalize local economies, attract new populations (tourists, talents and residents) and stimulate investments (national and international economic capitals) (Kavaratzis, 2004). However, it should not be forgotten that the urban attractiveness also triggered mechanisms of social and territorial exclusion, exacerbating the effects of gentrification and festivalisation processes within cities. The social, economic, demographic and technological transformations of the new millennium pose new questions and new themes for territorial marketing. The ever-increasing role of local communities, radical changes in the media and the hyper-diversity of contemporary society are shaping co-production strategies of urban marketing, which increasingly have a micro-territorial focus.

The course will therefore focus on five macro areas of interest:

1. The debate on urban marketing policies: concepts, strategies and actions

2. The role of the place in urban marketing policies

3. Urban marketing and local communities: co-production of the image

4. From urban marketing to urban micro marketing: the revenge of the neighborhoods

5. New communication tools for urban co-marketing

Prerequisites

None

Teaching methods

- Face-to-face lessons

- Seminars with presentations of case studies of the Italian context

- Exercises in class on international case studies

- Project on local case study

Assessment methods

For attending students:

- Presentations of academic articles to be selected from the e-learning platform. The articles are all in English but the presentation will be done in Italian

- Presentation of a project as explained at the beginning of the course (theme, work modality, and final product)

For non-attending students

The exam for non-attending students will be ORAL and will be in Italian.
L’esame sarà orale è si baserà sui seguenti testi

Pasquinelli, C. (2017) Place branding. Percezione, Illusione e Concretezza. Aracne Editrice: Roma.
Versione Book e E-book
(acquisto on line http://www.aracneeditrice.it/index.php/pubblicazione.html?item=9788825500813)

MAZZETTE, A. MUGNANO SILVIA (2020) Il Ruolo della cultura nel governo del territorio, Franco Angeli: Milano
Versione Book e E-book
(acquisto on line https://www.francoangeli.it/Home.aspx)

Nuvolati, G. Spanu S. (2020) Manifesto dei sociologi e delle sociologhe dell’Ambiente e del Territorio sulle città e aree naturali del dopo Covid 19, Ledizioni: Milano

Versione Book e E-book
(scarica on line https://www.ledizioni.it/prodotto/manifesto-dei-sociologi-e-delle-sociologhe-dellambiente-e-del-territorio/)

Mugnano S., Carnelli F. (2016) “A new normality for residents and tourists: how can a disaster become a tourism resource?” In: (a cura di): Bellini N., Pasquinelli C., Tourism in the City. Towards an Integrative Agenda on Urban Tourism. Svizzera: Springer.
Versione Book e E-book
(consultabile da Biblioteca di Ateneo)

In case the students have an English level below B2, they may request a bibliography in Italian.

Textbooks and Reading Materials

L’esame sarà orale è si baserà sui seguenti testi

Pasquinelli, C. (2017) Place branding. Percezione, Illusione e Concretezza. Aracne Editrice: Roma.
Versione Book e E-book
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Sustainable Development Goals

NO POVERTY