



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 13

2324-3-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, project (pairs of students).

Assessment methods

Short presentation.

Textbooks and Reading Materials

Strongly recommended reading:

Bottini, L. (2022). Luoghi, eventi e turismo. Una prospettiva sociologica. Milano: Ledizioni..

Other references will be provided during the classes.

Sustainable Development Goals

SUSTAINABLE CITIES AND COMMUNITIES
