



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Laboratorio 13 - Grandi eventi urbani

2324-3-E1501N119

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#### 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

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