



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Laboratory 13

2425-3-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

The course consists of 24 hours of which 10 % is in didactic delivery (lectures with slides support) and 90 % in interactive teaching (project production between pairs of students, short final presentation at the end of the course).

## **Assessment methods**

The laboratory does not involve a 30/30 evaluation, but an approval/disapproval. Participating pairs of students will be required to give a short in-class presentation of the project they have done according to a schedule set by the instructor. The evaluation criteria will be as follows: originality of the project, quality of the literature investigated, critical analysis of the case submitted for examination.

## **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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