UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Urban Marketing

2627-2-F4902N013

Learning objectives

Knowledge and understanding
By the end of the course, the student will have acquired advanced knowledge of concepts, models, and theories related to marketing in urban contexts, with particular reference to territorial enhancement processes, urban branding, and the competitiveness of local tourism destinations. Socio-economic dynamics that influence urban image and identity construction will also be explored in depth.

Applying knowledge and understanding
The student will be able to apply strategic and operational marketing tools and techniques to real urban contexts, designing territorial communication strategies, integrated promotion plans, and value co-creation initiatives involving public and private actors as well as local communities. The student will also be able to critically evaluate real-world case studies of city branding and urban regeneration for tourism purposes.

Making judgements
The student will develop the ability to critically analyse urban marketing policies and strategies by interpreting both qualitative and quantitative data related to urban perception, tourist experience, and local development. The student will be able to make independent evaluations of the effectiveness of territorial marketing actions, taking into account cultural, environmental, social, and economic dimensions.

Communication skills
The student will be able to clearly, coherently, and persuasively communicate urban marketing proposals using appropriate tools (reports, multimedia presentations, visual storytelling), and to tailor the language to different audiences (institutions, tourism operators, citizens, stakeholders). Teamwork and collaboration in multidisciplinary groups will also be encouraged.

Learning skills
The student will develop a critical and reflective method useful for continuously updating their knowledge on urban marketing trends, urban transformations, and the evolving tourism landscape. The student will be able to undertake autonomous learning paths, also in preparation for further academic or professional development in the field of

territorial marketing and local development.

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

The course is made up of 49 hours, of which 30 hours is frontal lessons with the use of slides, audio and video -Some frontal lecture will be recorded (max 8 h)- and 19 hours interactive teaching (exercises, small group work,

presentation of case studies starting from dai quali develope lavori individuali e in sottogruppo, preparati e discussi durante il corso).

Assessment methods

Learning may be assessed through either of the following two methods:

Interim assessments, reserved for students attending the course. These assessments consist of:
a presentation, delivered in Italian, of academic articles written in English and selected from those available on the e-learning platform;
the preparation and presentation of a group project, which will be explained at the beginning of the course. The project includes both a research component and an in-depth theoretical component, leading to the creation of a final product. During the presentation, the group must explain the chosen topic, the objectives, the working methods adopted, the research findings, the theoretical framework, and the final product.
Comprehensive examination, intended for students who have not taken or have not passed the interim assessments. The examination is conducted orally and in Italian. It covers a selection of articles and book chapters in Italian and English, as specified in the “Examination Syllabus” section of the e-learning platform.

For both assessment methods, the following will be evaluated:

the relevance of the content to the proposed topics;
the completeness and accuracy of the knowledge demonstrated;
the ability to analyse, connect, and critically reinterpret the topics covered;
the thoroughness of the theoretical analysis and, in the case of the project, the consistency between the research, theoretical framework, and final product;
the originality of the work;
clarity of presentation and linguistic accuracy;
the appropriate use of subject-specific terminology;
for group work only, the ability to organise and present the work undertaken in a coherent manner.

These criteria will make it possible to assess the depth and maturity of the learning achieved.

Grades will be awarded on a scale of 30 according to the following criteria:

18–21/30: essential knowledge and an adequate understanding of the topics;
22–24/30: satisfactory knowledge and an overall correct understanding;
25–27/30: comprehensive and well-organised knowledge, with a good ability to analyse, make connections, and reinterpret the material;
28–30/30: in-depth knowledge and an excellent ability to analyse critically and develop ideas independently;
30/30 with honours: outstanding preparation, characterised by complete mastery of the topics, particular originality, and independent judgement.

A minimum grade of 18/30 is required to pass.

Textbooks and Reading Materials

on the elarning will be provided a list of articles and book chapters and a document with the reading indication

Sustainable Development Goals

NO POVERTY