

COURSE: Territorial Marketing			
ACADEMIC YEAR: 2016/17			
TYPE OF EDUCATIONAL ACTIVITY: Basic			
TEACHER: Dott. Mario Tani			
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Phone:		mobile (optional):	
Language: English			
ECTS: 8	n. of hours: 56	Campus: Potenza Dept./School: Dipartimento Di Matematica, Informatica Ed Economia Program: Natural And Cultural Resources Economics (LM-56)	Semester: II

EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES

Knowledge and understanding

Students attending this course will learn the main theoretical frameworks to analyse a territory in order to understand its development potential in satisfying local area residents and in increasing its potential to attract tourists, businesses, new investments and new residents. Students will study about the various actors engaged in the local area governance, the course will focus on the process to define a territorial strategic marketing plan and to define, accordingly, a set of strategies, policies and operations to help its sustainable development engaging the various local area stakeholders.

Applying knowledge and understanding

Students will also learn the tools to analyse the local area and how they can be used to define effective strategies. Moreover students will learn how to analyse, and define, the place branding media strategies needed to support the territory strategic marketing plan.

Making judgements

Studying theoretical frameworks, local area analytical tools, and media strategies will help students attending this course to autonomously evaluate the local area opportunities and if the local area development policies and the related operative choices are coherent with these analysis.

Communication skills

The students will study on English textbooks, supported with notes in Italian, so they will be able to develop the technical language needed to understand the local area development policies and to effectively communicate the results of their own analyses on these topics.

Learning skills

After attending this course, students will have developed the skills needed to critically review academic articles on territorial marketing and he will have been able to learn the foundations to keep studying these topics in further courses. Students will have developed a better understanding of territorial marketing topics and they will be able to use them in their professional development and to understand the marketing activities undertaken to support local sustainable development.

PRE-REQUIREMENTS

In order to get the full benefits from attending this course students will need to have learned knowledge and competences related to a course in business administration (L-18 in Italian regulation). In particular students should have at least a good knowledge of the fundamentals of marketing and, in particular, those related to market

segmentation and brand management.

SYLLABUS

This course has been designed to help students in attaining the main elements of place marketing, and the related tools, to understand, and review, the territory development potential. As a consequence it has been designed as a coherent course but it can be divided in four main parts that, as a whole, will give the students the various competences he will need.

Part 1: Territories as systems and their competitiveness (5 h. of theoretical lessons + 3 h. in discussing projected materials)

Places evolution – Territories and crises – Classification of territories – territorial systems' market approach.

Part 2: Territorial stakeholders' decision processes (15 h. of theoretical lessons + 3 in discussing projected materials)

Territorial stakeholders' segments – territorial stakeholders' decision process – strategies to attract specific groups of stakeholders.

Part 3: Territory strategic planning (20 h. of theoretical lessons)

Framework to analyse the place and the related tools – places' strategic factors and their evaluation – SWOT analysis – territory strategic planning – strategies to improve the territory endowment of resources – change in territories – cases on place's strategic planning.

Part 4: Territory place branding (10 h. of theoretical lessons)

The foundations of a good place brand – the brand of a territory and its effects on its competitiveness – designing a place brand – brand communication strategies – cases in place branding.

TEACHING METHODS

This course has been designed for 56 h. of theoretical lessons and laboratories. In particular the theoretical lessons will account for 50 h. while the laboratories and the discussion of audio-visual material will account for 6 hours. Some of the theoretical lessons could be substituted with seminars on specific experiences by experts in the field.

EVALUATION METHODS

The students knowledge will be evaluated with a written and an oral test (the latter one will be optional according to the results of the previous one.)

The written test will be composed of 15 true/false questions and 5 open questions. Each correct answer to a true/false question will increase the final score by 1 (or decrease the total evaluation by the same value if the answer is wrong), while the open questions will be valued from 0 to 4 according to the quality of the answer (but they will be graded at -2 if the answer is off-topic).

TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL

The course main book is: Kotler P., Haider D.H., Rein I. (1993). Marketing Places: Attracting Investments, Industry, and Tourism to Cities, States, and Nations. The Free Press, New York.

A further option is to study on the following alternative text-book: Caroli M. (2011). Il marketing territoriale. Strategie per la competitività sostenibile del territorio. Franco Angeli, Milano.

Textbooks will be complemented with readings distributed directly by the teacher.

INTERACTION WITH STUDENTS

At the course's start, after the description of the course main learning objectives, of its program and of its evaluation methods, the teacher will collect the main data for the attending students (First Name, Last Name, Identification Number, and email address) in order to create a mailing list to help in coordinating with the students.

Teaching materials will be made available to students after each lessons both through a shared folder and an email in order to help reach every student. The students not attending the lessons can ask for the material to the teacher and receive them via email.

The teacher is always reachable using its own email and other digital media, moreover students can meet the teacher during office hours (Tuesday from 12 a.m. to 1 p.m – Friday from 1 p.m. to 2 p.m.).

EXAMINATION SESSIONS (FORECAST)¹

8/02/2017 – 17/05/2017 – 5/07/2017 – 19/07/2017 – 13/09/2017 – 15/11/2017

SEMINARS BY EXTERNAL EXPERTS YES NO

FURTHER INFORMATION

¹ Subject to possible changes: check the web site of the Teacher or the Department/School for updates.