



UNIVERSITY OF BASILICATA STUDIES
DEPARTMENT OF MATHEMATICS, INFORMATICS AND
ECONOMICS

COURSE: **TERRITORIAL MARKETING**

ACADEMIC YEAR: **2019**

TYPE OF EDUCATIONAL ACTIVITY: **CHARACTERIZING**

TEACHER: **Dr. Roberto Micera**

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website:

Language:

ECTS: (lessons e
tutorials/practice)
8

n. of hours: (lessons e
tutorials/practice)
56

Campus: **Potenza**
Dept./School: **DIMIE**
Program:
Economics and Management

Semester: **2**

EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES

Sintetizzare in lingua inglese i contenuti riportati nella scheda in lingua in italiana.

- **Knowledge:** the course aims to develop a clear ability to read and understand models and techniques of analysis useful to attract and promote a specific territory.
Students will acquire knowledge about the role of marketing in the territorial economic development, in particular about methods and activities for a territorial competitive management.

The course, therefore, intends:

- to provide students with the basic knowledge of territorial marketing: territorial attractiveness, territorial planning and management, methods of territorial development and territorial communication techniques
- to create the cognitive bases to analyze the dynamics, strategic and operational, as well as the critical issues of marketing for the territorial management;
- to bring out the interdependencies of management processes in the field of territorial marketing, emphasizing the need for systemic governance among different territorial stakeholders;
- to encourage the development of advancing critical skills and reasoning on theoretical and practical topics discussed in the classroom.

- **Skills:** the student must be able to analyze the competitive dynamics of a territory and to evaluate the strategic and operational choices that support the attractiveness at local level.
It will be able to apply analytical and conceptual methodologies and tools of teaching to specific local realities, in the fields of territorial marketing. In particular, it will be able to apply tools to manage the marketing problems for the territorial management and it will be understand the methodological aspect for the elaboration and implementation of territorial development plans.
In this regard, it will be particularly useful the active participation in the project work that will be articulated in the preparation and classroom discussion of case studies, which will be made available in advance for attending students and will be designed to deepen key topics of the program from an empirical perspective.

Knowledge and understanding (knowledge and understanding)

The student will acquire specific skills in the field of marketing strategies related to the territorial enhancement, which will allow him/her to analyze the competitiveness at the local level. He will acquire knowledge about territorial marketing with particular reference to management problems, planning methodologies, the business model at territorial level, governance and communication tools.

Applying knowledge and understanding

The student will be able to apply the analytical and conceptual tools of territorial marketing. Namely, he/she will have mastered the tools necessary to manage the problems of marketing in the territory and will acquire the methodological knowledge to elaborate and to implement plans to attract human resources, companies and investments and to define communication policies of an image of the territory consistent with the purposes of the



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plans.

Making judgments

The student will be able to collect, process and critically interpret data and information aimed at assessing marketing opportunities and the most appropriate strategic choices to maintain/increase the competitiveness and attractiveness of a territory.

It will also be able to evaluate the territorial development and the coherence of territorial development policies and tools used to make them operational with these evaluations.

He/she will also critically grasp the issues being examined in the course, developing a personal capacity for reflection and critique on the themes investigated.

Communication skills

The student will be able to master a technical language and transfer to others information and assessments related to territorial development policies. This capacity will be encouraged through interaction that will take place in the classroom through working group method and the analysis of case studies.

Learning skills

At the end of the cycle of lessons, the student will have acquired learning skills that will enable them to manage their professional training in territorial marketing. He/she will have learned knowledge to continue the study of these issues in further academic courses. In addition, he/she will have developed the ability to address both the reading of scientific papers and the critical analysis of initiatives undertaken by operators and policy makers to support the development of the area.

PRE-REQUIREMENTS

The student will have acquired basic knowledge of business management, particularly from a strategic and marketing point of view

SYLLABUS

The Territorial marketing for local economic development

- 1. Marketing to support of territories and key challenges of the 21st century**
- 2. The marketing method in the territorial competitive management**
- 3. Marketing activities in the territorial competitive management**

Territorial Attractiveness

- 1. What it means to be attractive for a territory**
- 2. "For whom" the territory must be attractive**
- 3. Determinants of the territorial attractiveness**
- 4. "How" to take advantage of its attractiveness**

The problems of applying marketing to territorial management

- 1. The dimension of the attractive determinants**
- 2. The co-presence of different types of demand**
- 3. The rigidity of the territorial supply**
- 4. The measurability of the impact of territorial marketing**
- 5. The high number of stakeholders in the management of territorial marketing activities**

The Canvas of Attractiveness

- 1. Vision and strategic project**
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2. Strategic positioning
3. The value proposition
4. Relevant resources for the territorial marketing strategy
5. Partnerships
6. Key activities
7. Evaluation of the costs in the territorial marketing strategy

La comunicazione del territorio

1. Le specificità della comunicazione territoriale
2. I target della comunicazione territoriale
3. Gli obiettivi della comunicazione territoriale
4. Il messaggio della comunicazione territoriale
5. Il budget della comunicazione territoriale e le partnership
6. Gli strumenti della comunicazione territoriale
7. La comunicazione integrata territorio-prodotti eccellenti del territorio

Territorial communication

1. The specificities of territorial communication
2. Territorial communication targets
3. The aims of territorial communication
4. The message of territorial communication
5. The territorial communication budget and partnerships
6. The tools of territorial communication
7. Integrated communication territory-excellent products of the territory

TEACHING METHODS

The course consists of 56 hours of classroom lessons, articulated in lectures and case studies analysis (individual and group project work). The project work may be completed at home by the participants and then discussed in class.

EVALUATION METHODS

The evaluation of learning outcomes is carried out through oral examination and a presentation of a case study. To take the exam, it is necessary to register on Esse3 system and bring a valid identity document, in addition to the booklet.

No intermediate tests (with grades) are scheduled during the course, but only self-assessment tests of acquired knowledge (without grades).

TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL

Caroli M. (2014), *Il marketing per la gestione competitiva del territorio: modelli e strategie per attrarre nel territorio persone, imprese e grandi investimenti*, Franco Angeli.

INTERACTION WITH STUDENTS

The teacher will be available to meet students outside the classroom (regular office hours will be announced once the lessons calendar will be defined)

In addition to weekly reception, students can reach the teacher via mail at roberto.micera@unibas.it



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EXAMINATION SESSIONS (FORECAST)¹

05/02/2020; 25/03/2020; 13/05/2020; 01/07/2020; 15/07/2020; 25/09/2020; 20/11/2020

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.