

GEOBRANDING

Number of credits: 3 ECTS

Course period: 2 semester / 1 class per week

Language of Instruction: English

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Course description

Branding of territories (place branding) is one of the most important sectors in the modern strategic communications, development strategy and increasing the competitiveness of territory entities. The course is aimed to show communication technologies, integrating economics, social, cultural and political aspects of the management of territories that allow to create a sustainable way of areas attractiveness to tourists, investors, businessmen, residents themselves and new immigrants.

The strategy of promoting the territory through its intangible assets management should take into account the views of all target audiences that make up the internal and external public, constantly studying public opinion and work with it. European specialists have identified two essential components of the reputation of the territory: to create differences, differentiation, and compliance with morality, ethics, "sustainable development".

Placebranding is a communication strategy aimed at providing complexity, problem-analytical clarity and differentiation of socio-cultural portrait of the territory that can be claimed by the administrative, business, political structures, mass media, educational and cultural institutions of specific regions.

Within this discipline undergraduates study methodology, techniques and technology branding areas. The development of this course allows students to get acquainted with major current approaches to branding places. Since placebranding always combines the theoretical and practical aspects of promotion of territories, a lot of attention during the course is paid to the analysis of case studies on placebranding: both in Russia and abroad. Thematic plan of discipline includes consideration of sites branding strategies, promoting the study of the specificity of the territories of various scale, familiarity with tools placebranding, including PR, advertising, event marketing. Graduate students learn about the resources of the

territory to develop a conceptual platform placebrand and throughout its implementation. The total amount of time allocated to the study subjects, the main share of hours are devoted to practical tasks for the development of individual instruments placebrand promotion, and the whole project aimed to create and promote brand territory.

Prerequisites

Lectures, seminars, group presentation, mid-term exam, final Exam.

Course outline

Week 1. Lecture 1. The theory of global and information city.

Week 2. Lecture 2. Place of branding in territory marketing.

Week 3. Lecture 3. Place of branding in territory marketing.

Week 4. Seminar 1. Place of branding in territory marketing.

Week 5. Seminar 2. Creative industries as a means of promoting the territory.

Week 6. Seminar 3. Creative industries as a means of promoting the territory.

Week 7. Seminar 4. Analysis of strengths and weaknesses of the territory, actors and target audience of placebrand.

Week 8. Seminar 5. Analysis of strengths and weaknesses of the territory, actors and target audience of placebrand.

Week 9. Seminar 6. The development of the ideological platform of placebranding.

Week 10. Seminar 7. The development of the ideological platform of placebranding.

Week 11. Seminar 8. Tools of placebranding promotion.

Week 12. Seminar 9. Tools of placebranding promotion.

Week 13. Seminar 10. Tools of placebranding promotion.

Week 14. Seminar 11. Tools of placebranding promotion.

Final exam

Assignments

For each part of the course there will be an individual assignment to write a short paper addressing a specific question. The assignments will be graded and commented by the Instructor with one paragraph of comments.

Examination

Mid-term exam consists of a multiple choice test of 20 questions that deal with terms, ideas, and facts covered during the previous weeks and a short (not exceeding 250 words) written answer to one of two questions based on material covered within the previous weeks.

Group presentation: A PowerPoint (or Prezi, or OpenOffice) presentation of 20-25 slides prepared by a working group (depending on the number of students in the class but not more than four students in a group) on one of the issues covered in the course. The presentation will be followed by a Q and A session. Presenters are expected to demonstrate their use of theoretical and methodological tools discussed during the course for analysis of the subject of their presentation.

Final Exam consists of an open-ended test that requires short (1-3 sentences) responses to 20 questions based on the material covered within the course and a short academic essay (2,500 words) on one of three suggested topics.

Course evaluation

ECTS Grade	Points	Russian grade
A	100-91 points	“excellent”: 100–80 points
B	90-81	
C	80-71	“good”: 79– 60 points
D	70-61	
F: failed	less than 60 points: failed	“satisfactory”: 59–40 points
		“unsatisfactorily”: failed, less than 40 points

Core reading

1. Аакер Д. Создание сильных брендов = Building strong brands / Дэвид Аакер ; [пер. с англ.: Старов С. А., Волков Д. Л., Клемина Т. Л. [и др.]. — 2-е изд. — М. : [Издат. дом Гребенникова], 2008. — 439 с. : ил., табл.
2. Рожков И. Я. Бренды и имиджи. Страна. Регион, город. Отрасль. Предприятие. Товары, услуги / И. Я. Рожков, В. Г. Кисмерешкин. — М. : РИП-холдинг, 2006. — 255 с. : ил., табл.

Recommended reading

1. Маркетинг мест. Привлечение инвестиций, предприятий, жителей и туристов в города, коммуны, регионы и страны Европы = Marketing places Europe / Филип Котлер, Кристер Асплунд, Ирвинг Рейн, Дональд Хайдер ; [пер. с англ. Марии Аккая при участии Виталия Мишучкова]. — СПб. : Стокгольмская школа экономики в Санкт-Петербурге, 2010. — 376 с. : ил.

2. Котлер Ф. Маркетинг. Гостеприимство. Туризм. Учебник [Электронный ресурс] / Котлер Ф. — М. : Юнити-Дана, 2012. — 1072 с. — (Зарубежный учебник). — <URL: <http://www.biblioclub.ru/book/114713/>>.
3. О'Салливан А. Экономика города / А. О'Салливан; Пер. с англ. В. П. Пипейкина; Фак. экономики Орегонского ун-та. — 4-е изд. — М.: ИНФРА-М, 2002. — XXVI, 706 с.
4. Стась А. Новая геральдика. Как страны, регионы и города создают и развивают свои бренды. — М., 2009. — 208 с.
5. Трубина Е. Город в теории. Опыты осмысления пространства / Елена Трубина. — М. : Новое литературное обозрение, 2011. — 518, [1] с. : ил., табл.
6. Трубина Е. Г. Урбанистическая теория: / Е. Г. Трубина; Федер. агентство по образованию, Урал. гос. ун-т им. А. М. Горького. — Екатеринбург: Изд-во Урал. ун-та, 2008. — 323 с.