# Territorial Marketing

## Prof. Roberta Sebastiani

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

*Knowledge and understanding*. The course aims to provide students with the key concepts and tools to find a connection between demand and supply in terms of territory. In fact, territorial marketing aims to explore the potential and the strategic issues related to a specific territory, identify its most important resources (in terms of target, internal and external stakeholders), and adopt adequate development strategies.

*Ability to apply knowledge and understanding*. At the end of the course, students will be able to identify the operational and competitive models related to a specific territory; define the best practices and tools to outline the interconnections among different stakeholders, and identify the peculiarities and potential of a given territory; create a vision and a shared mission, in order to gather different actors; select the best strategic models and approaches to achieve specific goals through the management of the relations between market and territory; identify the best tools to adapt strategies to different types of public (e.g. tourists, potential residents, investors, companies, etc.).

***COURSE CONTENT***

The course will be focused on the following topics:

1. Definition of local territories as territorial marketing units.
2. Development as a typical element of territorial marketing.
3. Strategic marketing planning applied to local territories.
4. The key elements of territorial marketing: strategic fields, subjects, resources, and objects.
5. Relational analysis of a local territory.
6. Strategic analysis of the key elements of a local territory.
7. Comparison between the identity and the idea of a particular territory.
8. The role played by supply and the engagement of different actors in the definition of strategic positioning.
9. Definition of local development strategies.
10. The key elements involved in the use of a specific territory, and satisfaction of different actors.
11. Implementation of local development strategies.
12. Strategic control as a tool to guarantee the sustainability of the development strategies of a specific territory.

***READING LIST***

G. Guido, G. Pino *Il marketing territoriale,* Bologna, Il Mulino, 2019.

In addition, students will have to study the slides and the teaching material available on Blackboard. Further information on the reading list will be provided in class and on Blackboard.

***TEACHING METHOD***

Frontal lectures, analyses of case studies, and meetings with experts. In addition, students will have the possibility to carry out practical activities – either individually or in group – and develop a project work based on the development of a territorial marketing plan.

***ASSESSMENT METHOD AND CRITERIA***

Oral exam, based on course content. In addition, students will be assessed on their participation in the practical activities carried out in class and the presentation of a territorial marketing plan.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course. However, class attendance is highly recommended (especially during practical activities and group works).

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.