# Place Marketing

Prof. Paolo Rizzi

**Module 1 - Applied Economics**

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

The course aims to provide students with both the theoretical and empirical analysis tools for understanding the changes underway in the contemporary economy, with particular reference to the territorial dimensions of economic and social development. At the end of the course, students will be able to:

- know the fundamental concepts of the discipline, such as agglomeration economies, the life cycle of the product, the company and the city, local development models;

- know the discipline's methodologies, such as the specialisation indices;

- apply the concepts and methodologies learnt within the local economic context;

- autonomously deepen their knowledge and explore more fully the applications learnt, particularly to understand the results of statistical analyses and of economic policies on a regional and territorial level;

- present their acquired knowledge to third parties, in particular in the analysis of local development processes;

- critically elaborate analysis models and territorial development policies;

- make suggestions on territorial development strategies.

***COURSE CONTENT***

Using a predominantly territorial approach, the following topics will be addressed:

- Theory of production localisation

- Innovation of business and territory

- Tertiary sector of the economy

- Urban development

- Territorial development models

- Factors of competitiveness and territorial attractiveness

- Specialisation statistical indicators

***READING LIST***

P. Rizzi, *Il territorio nell’anima. Pensiero strategico e politiche territoriali*, Vita e Pensiero, Milano, 2021.

P. Rizzi, E. Ciciotti, P. Graziano, *The role of cities in economic development and the challenges of territorial marketing and place branding*", in M. Baussola, C. Bellavite, M. Vivarelli (Eds.), "*Essays in Honor of Luigi Campiglio*”, Vita e Pensiero, Milan, pp. 157-180, 2018.

P. Rizzi, E. Ciciotti, *Le città medie in Italia: una risorsa per lo sviluppo territoriale*, in Città in controluce, no. 31, 2018.

Other study materials (presentations, articles, book chapters, course packs) will be indicated in class and made available on the university website of the lecturer.

***TEACHING METHOD***

Lectures, practical classes, discussions on cases and articles, and group and individual project work.

***ASSESSMENT METHOD AND CRITERIA***

A written test (33% of the assessment), a group project work (33% of the assessment) and an individual assignment (33% of the assessment).

The final written test is divided into open-ended questions and multiple-choice questions. The group project work consists of a written report and is presented in class. The individual assignment consists of a written report.

The assessment is expressed as a final mark based on the following criteria: use of appropriate vocabulary, analytical skills, deepening of acquired knowledge and critical thinking skills.

***NOTES AND PREREQUISITES***

Attendance of lectures, although not compulsory, is recommended.

The substantial prerequisites for the course are basic statistical techniques and use of Excel.

Information on office hours available on the teacher's personal page at <http://docenti.unicatt.it/>.

**Module 2 - Place Marketing**

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

The aim of the course is to provide students with the tools for understanding the ways in which regions and cities are promoted. At the end of the course, students will be able to:

- know the fundamental concepts of the discipline such as the SWOT analysis, the marketing mix applied to territories, and local branding strategies;

- apply the concepts and methodologies learnt within the local economic context;

- autonomously deepen their knowledge and explore more fully the applications learnt, particularly to understand the results of [statistical analyses and of economic policies on a regional and territorial level];

- present their acquired knowledge to third parties, in particular in the analysis of local marketing strategies

- critically elaborate analysis models and local promotion policies

- make suggestions on local marketing strategies

***COURSE CONTENT***

The course will cover the following subjects:

- the main changes taking place in the contemporary economy

- new theories of territorial development

- the notion of local marketing and its theoretical position

- the phases and tools of the marketing plan

- the concept and strategies of local branding

- the capital market and the attraction of investments

- tourism promotion strategies.

***READING LIST***

***Compulsory***

P. Rizzi, E. Ciciotti, P. Graziano, *The role of cities in economic development and the challenges of territorial marketing and place branding*", in M. Baussola, C. Bellavite, M. Vivarelli (Eds.), "*Essays in Honor of Luigi Campiglio*”, Vita e Pensiero, Milan, pp. 157-180, 2018.

P. Rizzi, "*Il marketing e il branding territoriale come sfida per le politiche di sviluppo locale*” in Città in controluce, Vicolo del pavone, Piacenza, no. 17-18, September 2010.

***Recommended for further study***

P. Rizzi, P. Graziano, *Regional Perspective on Tourism Global Trend*, in Symphonya. Emerging Issues in Management, Special Issue Global Tourism Management, pp. 11-26, 2017.

P. Graziano, P. Rizzi, *Turismo e sviluppo regionale,* in F. Ferlaino, D. Jacobucci, C. Tesauro. (Eds.), “Quali confini? Territori tra identità e integrazione internazionale”, collana Aisre, Franco Angeli, Milan, pp. 265-284, 2017.

Other study materials (presentations, articles, book chapters, course packs) will be indicated in class and made available on the course Blackboard platform.

***TEACHING METHOD***

Lectures, practical classes, discussions on cases and articles, and group and individual project work.

***ASSESSMENT METHOD AND CRITERIA***

A written test (33% of the assessment), a group project work (33% of the assessment) and an individual assignment (33% of the assessment).

The final written test is divided into open-ended questions and multiple-choice questions. The group project work consists of a written report and is presented in class. The individual assignment consists of a written report.

The assessment is expressed as a final mark based on the following criteria: use of appropriate vocabulary, analytical skills, deepening of acquired knowledge and critical thinking skills.

***NOTES AND PREREQUISITES***

Class attendance is strongly recommended. A substantial prerequisite is the Microeconomics course.

Information on office hours available on the teacher's personal page at <http://docenti.unicatt.it/>.