



# **SUBJECT DATASHEET**

## **Regional and City Marketing**

### **BMEGT42M109**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

**Subject name**

Regional and City Marketing

**ID (subject code)**

BMEGT42M109

**Type of subject**

contact unit

**Course types and lessons**

<i>Type</i>	<i>Lessons</i>
Lecture	4
Practice	0
Laboratory	0

**Type of assessment**

mid-term  
grade

**Number of credits**

5

**Subject Coordinator**

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
Dr. Ijjas Flóra	senior lecturer	ijjas.flora@gtk.bme.hu

**Educational organisational unit for the subject**

Department of Environmental Economics and Sustainability

**Subject website**

<https://edu.gtk.bme.hu>

**Language of the subject**

magyar - HU, angol - ENG

**Curricular role of the subject, recommended number of terms**

Programme: **Master of Regional and Environmental Economic Studies**  
Subject Role: **Compulsory**  
Recommended semester: **3**

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Programme: **Master of Science Program in Regional and Environmental Economic Studies**  
Subject Role: **Compulsory**  
Recommended semester: **3**

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**Direct prerequisites**

**Strong**     Regionális politika, Regionális gazdaságtan / Regional policy, Regional economics  
**Weak**     None  
**Parallel**   None  
**Exclusion**   None

**Validity of the Subject Description**

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580439/11/2024 registration number. Valid from: 29.05.2024.

## 2. OBJECTIVES AND LEARNING OUTCOMES

### Objectives

The aim of the course is, that students become familiar with the basics of regional and city marketing and with the development of marketing strategies as well as being able to differentiate place marketing from the general marketing mix.

### Academic results

#### Knowledge

1. The student is familiarized with the factors in connection to the adaptation to the geographical and natural environment;
2. with the guidelines and dimensions of urban and regional marketing;
3. with both the shareholders and stakeholders of urban and regional marketing;
4. with the strategic planning process of urban and regional marketing.
5. As well as with the sustainable/ environment-conscious consumption (strategic approach, main phenomena, tools including eco-labeling, criteria of green and eco friendly accommodations certificates);
6. with the role of eco-marketing in various organizational structures,
7. and with the basic theories and practices of marketing psychology and greenwashing.

#### Skills

1. The student is able to analyse the macro-environment a town/ city from city- and regional marketing perspective (political, economic, social, technological aspects);
2. to apply the toolkit of city- and regional marketing (the marketing mix);
3. to apply psychological theories of consumer behaviour;
4. to develop organizational eco-marketing concept;
5. to assess the advantages and risking conditions based on the analysis of evidence connected to the environmentally friendly marketing;
6. to identify, prevent and tackle greenwashing techniques within green marketing;
7. as well as capable to report these results either for scientific or 'public' audiences.

#### Attitude

1. The student cooperates with peers and the lecturer in acquiring knowledge;
2. strives to expand their knowledge through continuous learning;
3. strives to understand and analyse complex systems;
4. is committed to prevent, identify and tackle greenwashing techniques;
5. committed to take decisions with social well-being and sustainability perspectives in mind.

#### Independence and responsibility

1. The student is capable to individually analyze issues in relation to urban and regional marketing;
2. open to receive both positive and negative feedbacks;
3. capable of teamwork, ready to cooperate;
4. applies systematic thinking.

### Teaching methodology

Lectures and seminars, problem-solving, oral and written communication. Application of IT tools and techniques.

### Materials supporting learning

- Előadásanyagok diásorai. /Lecture slides
- Piskóti – Dankó – Schupler (2002): Régió- és településmarketing. KJK-Kerszöv. Budapest.
- Kósi Kálmán-Valkó László (2006): Környezetmenedzsment. BME GTK Tankönyv. Typotex Kiadó. Budapest.
- G. J. Ashworth-H. Voogd: A város értékesítése (Közgazdasági és Jogi Könyvkiadó, 1997)
- Kozma Gábor: A városmarketing egyes elemeinek alkalmazása Debrecenben (szakdolgozat, ELTE Szociálpolitikai és Szociológiai szak, 2002)
- Braun, E. (2008). City Marketing: Towards an Integrated Approach (No. EPS-2008-142-ORG). ERIM Ph.D. Series Research in Management. Erasmus Research Institute of Management. Retrieved from <http://hdl.handle.net/1765/13694>
- Piskóti I, Nagy, Sz (2008) Identity and Image in the City Marketing. In: VII. International Congress on Public and Nonprofit Marketing. Szegedi Egyetemi Kiadó, Szeged, pp. 1-22. ISBN 978-963-482-873-0
- Avraham E., Ketter E. (2016) Tourism Marketing for Destinations with Negative Images, Tourism Marketing for Developing Countries
- Lamb, C.; Hair, J.; McDaniel, C. (2016). Principles of Marketing. Boston, MA: Cengage Learning. ISBN 978-1-285-86014-5.

## II. SUBJECT REQUIREMENTS

### TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

#### General Rules

The learning outcomes stated in point 2.2. are evaluated as follows: 1. continuous performance and activity demonstrated in the contact lessons of the subject (active participation, raising ideas) to examine the existence of the attitude and the competence elements of the independence and responsibility type, 2. tasks to be completed in pairs/groups to help master the course material.

#### Performance assessment methods

Detailed description of performance evaluations during the study period: Formative assessments: Four group presentations with a focus on the description of the supply competence of a city based on Strategic planning process of city marketing and on the description of the communication competence of a city based on Strategic planning process of city marketing.

#### Percentage of performance assessments, conducted during the study period, within the rating

- 1st formative assessment: 25
- 2nd formative assessment: 25
- 3rd formative assessment: 25
- 4th formative assessment: 25
- total: 100

#### Percentage of exam elements within the rating

#### Conditions for obtaining a signature, validity of the signature

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#### Issuing grades

Excellent	90
Very good	85–89
Good	73–84
Satisfactory	65–72
Pass	50–64
Fail	0–49

#### Retake and late completion

1) Pursuant to the current CoS, in the case of formative assessments, if the assignment was submitted on time, it is possible to repeat or retake it before the end of the late completion period, if the original task has already been accepted by the instructor. 2) Formative assessments, can be submitted late, subject to payment of the special procedure fee specified in the regulations. The latest date for late submission is the last day of the late completion period.

#### Coursework required for the completion of the subject

attending the contact lessons	56
preparing for the lectures	14
preparation for formative assessments	60
autonomous learning	20
total	150

#### Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 06.05.2024.

# III. COURSE CURRICULUM

## THEMATIC UNITS AND FURTHER DETAILS

### Topics covered during the term

In order to achieve the learning outcomes set out at point 2.2, the subject consists of the following thematic blocks. In the syllabi of the courses announced in each semester, these topics are scheduled according to the calendar and other conditions.

- 1 Creating Customer Value: Analysing the Marketing Environment. Marketing Strategy.
- 2 Marketing Information and Customer Insight: Market Segmentation, Targeting and Positioning. Competitive Advantage.
- 3 Differences between the general and city marketing mix
- 4 Basics of regional- and city marketing, research phenomena: strategic planning process of regional- and city marketing, tools: supply + communication competence
- 5 Marketing mix: people, promotion: Communication competence in the Regional and City Marketing: City Design, City Behaviour, City Communication
- 6 Marketing communication, advertisement psychology, basics of marketing psychology: Schools of psychology (structuralism, behaviourism, psychoanalysis, Gestalt, Humanistic school, cognitive school, existential school), Social psychology in marketing (attitudes, sources of attitudes, functions of attitudes, relation between attitude and behaviour, attitude change), Neuromarketing concepts
- 7 Shareholders and stakeholders in regional- and city marketing
- 8 Theory and practice of greenwashing

### Additional lecturers

Dr. Ijjas Flóra	egyetemi adjunktus / senior lecturer	ijjas.flora@gtk.bme.hu
Dr. Valkó László	címzetes egyetemi tanár / honorary professor	valko.laszlo@gtk.bme.hu
Mazhar Waqas	egyetemi tanársegéd / assistant lecturer	mazhar.waqas@gtk.bme.hu

### Approval and validity of subject requirements