



SUBJECT DATASHEET

Regional and City Marketing

BMEGT42M529

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

Regional and City Marketing

ID (subject code)

BMEGT42M529

Type of subject

contact unit

Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	2
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

Curricular role of the subject, recommended number of terms

Programme: **Regional and Environmental Economic Studies part-time programme, autumn start**
Subject Role: **Compulsory**
Recommended semester: **3**

Programme: **Regional and Environmental Economic Studies part-time programme, spring start**
Subject Role: **Compulsory**
Recommended semester: **4**

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. Familiarized with the factors in connection to the adaptation to the geographical and natural environment;
2. Familiarized with the guidelines and dimensions of urban and regional marketing;
3. Familiarized with both the shareholders and stakeholders of urban and regional marketing;
4. Familiarized 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. And finally comprehend the role of eco-marketing in various organizational structures.

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. is committed to take decisions with social well-being and sustainability perspectives in mind.

Independence and responsibility

1. The student is capable of individual analysis in relation to urban and regional marketing issues;
2. is open to receive both positive and negative feedback;
3. is capable of teamwork, and ready to cooperate with peers;
4. applies systematic thinking.

Teaching methodology

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

Materials supporting learning

- Piskóti – Dankó – Schupler (2002): Régió- és településmarketing. KJK-Kerszöv. Budapest.
- Kósi Kálmán-ValkóLászló (2006): Környezetmenedzsment. BME GTK Tankönyv. Typotex Kiadó. Bu-dapest.
- 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)
- Előadásanyagok diásorai. /Lecture slides
- 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.
- Mende-Siedlecki, P; Cai Y; Todorov A. (2013) The neural dynamics of updating person impressions, SCAN(2013)8, pp. 623-631

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	28
preparing for the lectures	14
preparation for formative assessments	60
autonomous learning	48
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 Information about the purpose, requirements and topics of the course.
- 2 Introduction, marketing basics. An integrated, strategic and product-oriented interpretation of marketing. Marketing as one of the tools and methods of settlement development. Marketing in environmental policy, marketing ethics, greenwashing.
- 3 The place and role of environmental marketing in the regulatory environment of an organization. The steps of creating organizational marketing, eco-marketing concept.
- 4 Environmental certification of products, services, tourist facilities, eco-labelling.
- 5 City marketing. The peculiarities of regional and city marketing (the "2K concept"). The settlement as a "product". Marketing management. Internal and external marketing. Subareas, goals, target groups, partners. Methods of marketing research (primary and secondary research). Strategic steps for "composing" regional and city marketing. Macroenvironmental analysis (political, economic, social, technological factors). Toolkit for regional and city marketing (marketing mix). Possible "breakeven points".
- 6 Marketing Psychology. Marketing communication, advertising psychology. The basics of marketing psychology (psychological schools, social psychology in marketing, neuromarketing).

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

Approval and validity of subject requirements