



**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

course with contact classes

### 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>
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Dr. Szabó Mariann	senior lecturer	szabo.mariann@gtk.bme.hu
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### Educational organisational unit for the subject

Department of Environmental Economics and Sustainability

### Subject website

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

### Language of the subject

angol - ENG

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

Programme: **Regional and Environmental Economic Studies MSc (in English) from 2019/20/Term 1**

Subject Role: **Compulsory**

Recommended semester: **3**

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Programme: **Regional and Environmental Economics from 2016/17/Term 1, AUTUMN start**

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

0

## 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 development of marketing strategies as well as would differentiate the 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. Applying the toolkit of city- and regional marketing (the marketing mix);
3. Developing organizational eco-marketing concept;
4. assessing the advantages and risking conditions based on the analysis of evidences connected to the environmentally friendly marketing;
5. As well as capable to report these results either in scientific or 'public' audiences

#### Attitude

1. Cooperation with other peers and lecturer;
2. Continuous learning;
3. Openness to use IT tools;
4. Positive attitude towards the analysis of complex systems;
5. Commitment to take decisions from social well-being and sustainability perspective

#### Independence and responsibility

1. Capable for individual analysis in relation to urban and regional marketing issues;
2. Open to receive both positive and negative feedbacks;
3. Capable for teamwork, ready to cooperate;
4. Apply system-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-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)
- Előadásanyagok diásorai.
- 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
- Duhigg C. (14 June 2017).
- 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

Active participation in seminars, presentation in pairs or groups.

#### Performance assessment methods

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 (Piskóti 2008).

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

- 1st presentation: 25%
- 2nd presentation: 25%
- 3rd presentation: 25%
- 4th presentation: 25%
- total: 100%

#### Percentage of exam elements within the rating

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

##### Issuing grades

Excellent	90-100
Very good	85-90
Good	76-84
Satisfactory	63-75
Pass	50-63
Fail	0-50

##### Retake and late completion

According to the University regulations two retake possibility is ensured.

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

attending the course	56
preparing for the lectures	14
home assignment	50
preparing for the mid-terms	30
total	150

#### Approval and validity of subject requirements

0

# III. COURSE CURRICULUM

## THEMATIC UNITS AND FURTHER DETAILS

### Topics covered during the term

1

### Additional lecturers

Dr. Ijjas Flóra . [ijjas.flora@gtk.bme.hu](mailto:ijjas.flora@gtk.bme.hu)

Szalkai Zsuzsa . [szalkai.zsuzsa@gtk.bme.hu](mailto:szalkai.zsuzsa@gtk.bme.hu)

### Approval and validity of subject requirements

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