

Course title/Course Neptun ID: Placemarketing/ FFGAZ303N	Credit value: 8
Professor in charge (name, position, academic degree): Nagy Molnár, Melinda, associate professor, PhD, habil	
Professor(s) involved in teaching, if any (name, position, academic degree):	
Course category: compulsory / <u>elective</u>	
Course type: lecture/seminar/practical course/consultation, and total number of course sessions in the given semester: 24/0/0/0 course sessions	
Methods, (<i>specific</i>) tools, and characteristics applied to convey knowledge: e.g.: case reports, case study analyses, project work, other... Lectures, case reports, case study analyses, project work	
Method of assessing knowledge (exam / practical course grade / other): exam	
Grading method(s) applied for assessing knowledge: Assessment by grade	
The course's placement in the curriculum (in which semester the course is taken): 1.,2., 3., 4., 5., 6. semester	
Compulsory studies prior to the course (if any): -	
Course description: a brief yet informative description of the course's objectives and the material to be covered One of the main objectives of the course is to place settlement marketing within the context of territorial competition and competitiveness. Another important objective is to familiarize students with the concept of the territorial product, its key characteristics, and its role in settlement development. The course introduces tools that can be used to develop and shape the profile of this specific product. In addition to providing a theoretical foundation, the course places strong emphasis on demonstrating the practical application of place marketing.	
Course topics/semester syllabus: • The starting point of place marketing: space – issues related to the delimitation of space, the general characteristics of space, factors determining the value of space, changes in the value of space and their analysis. • The conceptual foundations of place marketing, its place in the history of scientific thought, and its relationship with other disciplines. • Place marketing as a complex development system – an integrated system of approaches, objectives, target groups, and marketing subsystems. • The significance of the territorial product and the methods and steps involved in its development – the product mix. • Image building and identity formation – the communication mix. • How to develop a place marketing strategy? – market analysis, determination of strategic position, setting objectives, marketing strategy, evaluation, and monitoring.	

A list of the 2-5 most relevant *compulsory* literature (notes, textbooks) with bibliographic information (author, title, publication details, page numbers, ISBN):

Piskóti, I. (2016): Régió és településmarketing (Region and Settlement Marketing) Akadémiai Kiadó p. 400 ISBN 9789630597265

A list of the 2-5 most relevant *recommended* literature (notes, textbooks) with bibliographic information (author, title, publication details, page numbers, ISBN):

Molnár, M. (2013): Terület- és térségmarketing online jegyzet (elmélet és gyakorlat) (Region and Place Marketing: theory and practice) online note

Piskóti, I.- Dankó L.- Shupler H. (2002): Régió- és településmarketing (Region and Settlement Marketing) KJK Kerszöv Budapest p. 389. ISBN 963 224 683 7

Rechnitzer J- Lados M. (2004): A területi stratégiáktól a monitoringig (módszertan, gyakorlati praktikumok) (From Territorial Strategies to Monitoring: Methodology and Practical Applications) Dialóg Campus Kiadó Budapest- Pécs p. 364, ISBN 9789639542181

Professional competencies, elements of competence, and skills to which the course typically and substantially contributes (knowledge, ability, attitude, autonomy, and responsibility):

Knowledge

- Understands the fundamental concepts, objectives and tools of settlement marketing.
- Understands the relationship between territorial competitiveness and settlement marketing.
- Has comprehensive knowledge of the process of developing a territorial product, as well as the elements of the supply mix and communication mix.
- Understands the main steps involved in developing a settlement marketing strategy, including methods of situation analysis, objective setting, strategy development and evaluation.
- Is familiar with contemporary theoretical and practical approaches to settlement image building, identity formation and marketing communication.

Skills

- Is able to carry out a comprehensive marketing-oriented analysis of the characteristics and assets of a settlement or region.
- Is able to identify the competitive advantages, values and development potential of a settlement.
- Is able to develop the basic elements of a place marketing strategy and to select and apply appropriate marketing tools.
- Is able to conduct comparative analyses and evaluations of Hungarian and international settlement marketing practices.
- Is able to solve problems independently, analyse case studies and complete project assignments.

Attitudes

- Is open to applying innovative marketing solutions that contribute to the sustainable development of settlements and regions.

- **Is committed to preserving local values, identity and cultural heritage and to their appropriate utilisation through marketing.**
- **Strives to apply strategic thinking, creativity and cooperation in settlement development activities.**
- **Is receptive to the integrated consideration of social, economic and environmental aspects.**

Autonomy and Responsibility

- **Is able to independently carry out place marketing analyses and formulate development proposals.**
- **Applies marketing approaches responsibly in settlement and regional development.**
- **Is able to prepare professionally sound decisions and provide appropriate justification for them.**
- **Consciously strives to apply place marketing tools in a way that takes into account sustainable development, the interests of local communities and social responsibility.**