

# COURSE GUIDE



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## City Marketing - Minor LEM

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# 1. Course Description

Leisure and Entertainment form part of the wide and diverse leisure sector. The sport, leisure, and travel sectors are just a few examples. The leisure sector differs in many respects from both the service sector and product sector. There is a large variety of factors – internal and external – that play a role in this sector, which makes the marketing of it a highly complex matter.

Whereas the focus in Sport and Entertainment lies on the generally more active forms of leisure activity, in the case of Leisure and Entertainment it is more about passive forms. However, the specifications in relation to the marketing discipline are the same for both specializations.

The City Marketing course is part of the minor Leisure & Entertainment Marketing. It concerns an in-depth examination of the legislation, finances and organization in relation to the specialization, with a specific focus on Tourism and Leisure.

In this course we will deal with place branding and how to attract people to your city. You will start a campaign for a specific city or region in order to attract more visitors and to improve your market share.

How can cities make effective use of city marketing? We will look at examples from cities from around the world such as New York, London, Barcelona and we will examine the similarities with the branding of consumer products as well as the mayor differences and challenges.

# 2. Course Goals and Learning Objectives

Topics:

- Destination Brand Concepts
- Tourism places, brands and reputation management
- Competitive identity
- A place marketing and place branding perspective revisited
- Nation branding: yesterday, today, tomorrow
- Destination Brand Challenges

# 3. Place in the Curriculum and Related Courses

The minor Leisure and Event Marketing forms part of the Commercial Economics programme.

**LEM minor, year 4**

<b>Block A</b>	<b>ec</b>	<b>Code</b>	<b>Block B</b>	<b>ec</b>	<b>Code</b>
Sports & Recreation	5	MC-SPORECR-16	LEM Business Plan	5	MC-LEMBUS-17
Event Management	5	MC-EVENTMAN-17	<b>City Marketing</b>	<b>5</b>	<b>MC-CITYMARK-17</b>
Tourism & Hospitality	5	MC-TOURHOS-17	Experience Marketing	5	MC-EXPMARK-15
<b>Total</b>	<b>15</b>		<b>Total</b>	<b>15</b>	

## 4. Study Burden

The total study load consists of: (140 hours = 5 EC)

7 sessions 3 hours	21 hours
Preparation and learning theory	38 hours
Individual assessment	40 hours
Writing the plan	31 hours
Presenting, reflection and feedback	10 hours

## 5. Pre-requisites

### Prior knowledge

- Marketing Basics

## 6. Exemption Possibilities

There are no possibilities for exemption, unless the student can demonstrate that he/she has successfully completed a similar course on another economics study programme. Applications for exemptions must be submitted to the Examination Committee.

# 7. Didactic Forms

The course consists of lectures and tutorials. The lectures will mainly deal with theory concerning the branding (promotion) of a city. The theory will be applied using assignments during the tutorials. There is one contact moment every week:

**1. Studying the material from the various literature sources**

This forms the basis for the activities in the rest of the week. Literature: S. Pike, Destination Marketing Essentials, 2<sup>nd</sup> edition, ISBN: 978-1-138-912908.

**2. Lecture: City Marketing**

The important areas in the material concerning the branding (promotion) of a city / region are covered here. They are also put into context and illustrated with the help of real-life practical examples. As well as being given an explanation about the theory, students will also be actively engaged with the material, completing assignments. The teachers will explain and supervise.

**3. City Marketing Plan:**

Choose a big Dutch city and compare this city with the city of Utrecht. The following assignments will lead to a plan:

- Study chapters 1-8 from the book; choose a City in the Netherlands which you would like to work on for the coming weeks. Describe the structure of the DMO in this city and the funding.
- Describe the vision, mission and values of your city
- The archetype
- Describe the strong and weak points of your city
- Compare these points with the City of Utrecht
- Look for a creative solution for a problem of your city
- Determine the strategy
- Answer the following questions:
  - What will be the focus / message in your campaign?
  - Cognition; Affection; Action
  - And related to AIDA / Maslow?
  - Do you have a strong brand right now?
  - What is the slogan, logo and symbol of your city?
  - Would you like to change the slogan, logo ...?
  - What is your STP for your city?
- Write a PR message regarding your proposed changes in branding in your city.

## **Supervision**

Process supervision by teachers Pim Nip and Elisabeth Keller.

## 8. Student Activities – Course Planning

Book: Steven Pike, Destination Marketing, essentials, Routledge NY 2016; ISBN 9781138912908.

Wk.	session	consultancy	Deliverables
1	Introduction/Kick off	Project work Choice of city or region for project First approach of your plan	Prepare Ch. 1 – 7 The study of destination marketing DMO
2	Chapter 8 Marketing strategy development	Project work and feedback Plan in progress	Highlights of Ch. 1-8 (hand-out for class mates) Ch. 8 Marketing strategy development
3	Destination branding Marketing communications	Project work and feedback Plan in progress	Highlights of Ch. 10 and 11, 12 and 13 (hand-out!) Destination branding and image Market positioning, target markets
			Highlights of Ch. 14 and 15 (hand-out!) Marketing communications, distribution
4	I amsterdam	Project work and feedback Plan in progress	First draft City Plan
5	Public Relations	Project work and feedback Plan in progress	Highlights of Ch. 16, 17, 18 (hand-out!) PR, meetings - conventions, disasters and crises
6	Review questions	Project plan and first presentation	Review questions of the theory of the book = part of individual assignment
	Christmas Break		
7	Fine tuning plan	Final presentations Your advice	

## 9. Assessment

Type of Assignment	Weighing	Min. Mark
Individual assessment	30 %	5,5
Citymarketing Plan	70 %	5,5

### Group work:

Each group member has complete ownership of the group's work, i.e. every group member contributes equally and knows the content of other members' work.

If a student doesn't comply with the above, s/he will be removed from the course.

### Individual assessment:

Review questions about the theory Destination Marketing.

## 10. Course Material and Literature

BOEK ( Required )					
Title:	Destination Marketing – Essentials				
Author(s):	Steven Pike				
ISBN:	978-1-138-912908	Edition:	2nd	Publisher:	Routledge NY

## 11. Course Evaluation

Evaluation of the course will take place in class at the end of the block. The course will also be evaluated by ICM and by a student panel.