

SUBJECT GUIDE

<u>Course title</u>	Marketing of Local Government
<u>Specialization</u>	Management
<u>Form of study</u>	Full time
<u>Qualification level</u>	Level II
<u>Year</u>	II
<u>Semester</u>	IV
<u>Unit running the program</u>	Institute of Marketing
<u>Author</u>	Katarzyna Łazorko, PhD
<u>Profile</u>	General academic
<u>Course type</u>	Primary
<u>Number of ECTS credits</u>	2

COURSE TYPE – NUMBER OF SEMESTER HOURS

LECTURE	CLASSES	LABORATORY	PROJECT	SEMINAR
15	15			

COURSE DESCRIPTION

1. COURSE OBJECTIVE

C1. Acquiring of knowledge concerning rules, methods and tools that enable reaching and influencing target groups of territorial marketing.

C2. Acquiring skills to use rules, methods and tools that enable effective marketing introduction within territorial units.

2. PREREQUISITES IN TERMS OF KNOWLEDGE, SKILLS AND OTHER COMPETENCIES

1. The student knows the basic knowledge about territorial institutions functioning.
2. The student is able to indicate basic rules of management within territorial institutions.
3. The students knows concepts of economy within cities and regions.
4. The student knows the basic rules of territorial units development.
5. The student can explain basic concepts concerning business presence in a market.
6. The students knows basic concepts of marketing management.

3. EFFECTS OF LEARNING

EK 1	The student is able to identify the idea, aims and objects of territorial marketing.
EK 2	The student can place a territorial unit, indicate main aspects of its identity, image and brand.
EK 3	The student is able to indicate main elements of effective communication between local governance and its target groups.
EK 4	The student identifies and describes rules and procedures of marketing management within territorial units.
EK 5	The student identifies territorial marketing practices used by Polish local governors.

4. COURSE CONTENT

Form of teaching - LECTURES 15 hours	Number of hours
W 1- Introduction to the course. Idea of self governance in Poland.	1
W 2 -4 – Presentation of territorial marketing concept and its main components.	3
W 5 – Analysing and estimation of marketing options for different levels of territorial units.	1
W 6-7 – Levels of territorial marketing and target groups.	2
W 8 – Marketing strategies for territorial units.	1
W 9-10 – Placement of territorial unit, its identity, image and brand strategies.	2
W 11 – Creative development of region’s attractiveness.	1
W 12-14 – Process of effective communication between local government and its target groups.	3
W 15 – Marketing management in organisational structure of local government units.	1
Form of teaching – CLASSROOM 15 hours	Number of hours
C 1,2 - Organizational activities (introductory) – discussion on rational marketing practice.	2
C 3-5 - Introduction and discussion on the idea, goals and objectives of territorial marketing - case studies.	3
C 6-7 - Working in groups – indicating factors influencing attractiveness and competitiveness factors of territorial marketing units.	2
C 8-9 – Introduction of marketing mix tools.	2
C 10-11- Preparation of promotional campaign for different territorial marketing units.	2
C 12-14 – Presentation and discussion on projects.	3
C 15 – Final test.	1

5. TEACHING TOOLS

1. Textbooks and scripts
2. Audio-visual equipment
3. Case studies
4. Power Point presentations

6. EVALUATION METHODS (F – FORMING, P – SUMMARY)

- F1. Group work.
- P1. Presentations of marketing strategies.
- P2. Written test.

7. STUDENT WORKLOAD

Activity	Average number of hours to complete the activity
1. Contact hours with the teacher	30
2. Preparation of audio-visual presentation	10
3. Consulting with teacher.	10
Total	50
TOTAL NUMBER OF ECTS CREDITS FOR THE COURSE	2

8. BASIC AND SUPPLEMENTARY LITERATURE

Basic:

1. *Kreowanie wizerunku miejsca w koncepcji marketingu terytorialnego*, monografia pod red. K. Łazorko i A. Niedzielskiej, publikacja polska, Wydawnictwo Politechniki Częstochowskiej, Częstochowa 2011.
2. Szromnik A., *Marketing terytorialny. Miasto i region na rynku*, Wolters Kluwer Business, Kraków 2008.
3. Florek M., *Podstawy marketingu terytorialnego*, Wydawnictwo AE w Poznaniu, Poznań 2006.

Supplementary:

1. Glińska E., Florek M., Kowalewska A., *Wizerunek miasta – od koncepcji do wdrożenia*, Wolters Kluwer Business, Warszawa 2009.
2. *Marketing terytorialny*, red. T. Markowski, Polska Akademia Nauk KPZK, Tom CXVI, Warszawa 2006.
3. *Marketing terytorialny. Możliwości aplikacji. Kierunki rozwoju*, red. H. Szulce, M. Florek, Wydawnictwo Akademii Ekonomicznej w Poznaniu, Poznań 2005.
4. Proszowska-Sala A., Florek M., *Promocja miast – nowa perspektywa*, Stroer, Warszawa 2010.
5. *Rozwój miast i zarządzanie gospodarką miejską*, red. J. Słodczyk, Wydawnictwo Uniwersytetu Opolskiego, Opole 2004.
6. Stawasz D., *Współczesne uwarunkowania rozwoju polskich regionów*, Wyd. Uniwersytetu Łódzkiego, Łódź 2000.
7. Tarno J. P., Sieniuc M., Sulimierski J., Wyporska J., *Samorząd terytorialny w Polsce*, Wydawnictwo Prawnicze LexisNexis, Warszawa 2004.
8. Wojciechowski E., *Zarządzanie w samorządzie terytorialnym*, Difin, Warszawa 2003

9. COURSE PROVIDERS (NAME, SURNAME, E-MAIL)

1. Katarzyna Łazorko – lazorko@zim.pcz.pl

10. MATRIX OF EDUCATION EFFECTS

The effect of education	Reference to the effects of the defined effects for the entire program (PEK)	Course objectives	Course content	Teaching tools	Evaluation method
The student is able to identify the idea, aims and objects of territorial marketing.	K_W02, K_W03, K_U14, K_K07, K_K08	C1, C2	W1, W2, W3, W4, W5, W6, W7, W8, Ć1, Ć2, Ć3, Ć4, Ć5, Ć6, Ć7, Ć8, Ć9	1,2,3	F1; P1; P2
The student can place a territorial unit, indicate main aspects of its identity, image and brand.	K_W03, K_W06, K_W12, K_W17, K_U18, K_K04, K_K06, K_K07	C1, C2	W9, W10, W11, Ć10	1,2,3	F1; P1; P2
The student is able to indicate main elements of effective communication between local governance and its target groups.	K_W03, K_W06, K_W12, K_W17, K_U18, K_K04, K_K06, K_K07	C1, C2	W12, W13, W14, Ć10, Ć11	1,2,3	F1; P1; P2
The student identifies and describes rules and procedures of marketing management within	K_W02, K_W06, K_W17, K_U01, K_U02, K_U06, K_U09, K_K02,	C1, C2	W15	1,2,3	F1; P1; P2

territorial units.	K_K06				
The student identifies territorial marketing practices used by Polish local governors.	K_W02, K_W06, K_W17, K_U01, K_U02, K_U06, K_U09, K_K02, K_K06	C1, C2	Ć12, Ć13, Ć14, Ć15	1,2,3	F1; P1; P2

11. EVALUATION FORM - DETAILS

	For a grade of 2	For a grade of 3	For a grade of 4	For a grade of 5
Effect 1	The student is not able to identify the idea, aims and objects of territorial marketing.	The student is able to identify the idea, aims and objects of territorial marketing.	The student is able to identify the idea, aims and objects of territorial marketing.	The student is able to identify the idea, aims and objects of territorial marketing and can indicate adequate examples.
Effect 2	The student is not able to place a territorial unit, indicate main aspects of its identity, image and brand.	The student can place a territorial unit, indicate main aspects of its identity.	The student can place a territorial unit, indicate main aspects of its identity and image depending on character of units.	The student can place a territorial unit, indicate main aspects of its identity, image and brand depending on character of units.
Effect 3	The student is not able to indicate main elements of effective communication between local governance and its target groups.	The student is able to indicate main elements of effective communication between local governance and its target groups.	The student is able to indicate main elements of effective communication between local governance and its target groups depending on character of a unit.	The student is able to indicate main elements of effective communication between local governance and its target groups depending on character of a unit.
Effect 4	The student is not able to identify and describe rules and procedures of marketing management within territorial units.	The student identifies basic rules of marketing management within territorial units.	The student identifies and describes rules of marketing management within territorial units.	The student identifies and describes rules and procedures of marketing management within territorial units.
Effect 5	The student can't identify territorial marketing practices used by Polish local governors.	The student identifies territorial marketing practices used by Polish local governors.	The student identifies territorial marketing practices used by Polish local governors.	The student identifies territorial marketing practices used by Polish local governors.

12. OTHER USEFUL INFORMATION ABOUT THE SUBJECT

Information where students can get acquainted to the classes, instructions to the lab, etc. - the information is presented to students during the first class, if required they are sent via email to the email addresses of groups of students.

Information about the schedule of classes - information can be found on the department's website.

Information about the time and date of classes - information can be found on the department's website.

Information for consultation (time + location) - are given to students at the first meeting and can also be found on the department's website or in the information display case of the Institute of Marketing (main building WZ – room 314 and room 45 in DS4 building).

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Author's signature