17th International Project Week 2015
4th – 8th May 2015

Project Description

Lecturer: Marina Ochkovskaia
University/Company: Lomonosov Moscow State University
Country: Russland

Place Branding: How to Transform a City into a Brand?

Content:
In an epoch where global competition is intensive, branding has become an inevitable and indispensable part of city development strategy (Reem, Ayedrous & Hashim, 2012). First of all, brand is a set of associations, “name with the power to influence market” (Kapferer, 2012). Places also can cause strong specific associations. Places as well as goods and services must bring value to their consumers. However, city branding involves complexities beyond product and service branding, which appear from the diversity of target groups (Chernatony & Virgo, 2006). Cities have to compete for tourists, investors, residents and other stakeholders, so the marketing tools are becoming important to maintain levels of competitiveness. This short course focuses specifically on the branding for small and medium cities. In the course we will study how to create value for different target groups in Nordhausen and how the city can be elevated to a brand level.

Methods:
Interactive lectures with PPT slides and video examples, work in small teams, creative work (painting the visual identity of the city brand)

Competences and skills to be acquired:
Theoretical and practical knowledge about transforming a small city into a brand. Students will have known how to create value for the target audiences of the city.

Prerequisite: Basic knowledge of marketing is desired but not necessary.

Language of instruction: English

Suitable studies: PUMA, PMG, SoMa, BW/IBW