

## MINOR CITY MARKETING IN EUROPE: NEW WAYS

If you are enrolled for this minor programme, you are obliged to follow and complete all parts of the course.

If you have specific questions about the course content, you should contact the responsible minor coordinator: Dr. Nuria Arbones Aran, [n.arbones.aran@hva.nl](mailto:n.arbones.aran@hva.nl)

| Minor City Marketing in Europe |                                |         |                                      |
|--------------------------------|--------------------------------|---------|--------------------------------------|
| SIS Course Catalogue Number    | Course Name                    | 30 ECTS | Examination                          |
| 6100CITY16                     | Exploring the City             | 6 ECTS  | Written test, assessment             |
| 6100ENG118                     | English Advanced Communication | 2 ECTS  | Assignment                           |
| 6100IVCF16                     | IVCF Project                   | 10 ECTS | Group Project, individual assignment |
| 6100EVAL16                     | Final Evaluation               | 6 ECTS  | Portfolio                            |
| 6100ENG216                     | English Adv. Communication 2   | 2 ECTS  | English exam                         |
| 6100POWE16                     | Power of Images & Languages    | 4 ECTS  | Paper                                |

### Brief Description

The minor entitled City Marketing in Europe: New Ways is designed to provide fresh perspectives and a better understanding of places' images, identities and reputations, using an interdisciplinary approach 'beyond city marketing'. The minor is the result of more than 10 years of work on City Marketing in Europe and has been developed in the framework of the programme Cities & Visitors, in cooperation with AMSIB, Facultat Blanquerna Barcelona, ESGCI Paris, the Urban Management research alliance at AUAS and a large array of cooperating partners, including businesses and institutions in our cities.

With a renewed programme we aim to meet the urgent need to develop a more sustainable look at our cities while contributing to their prosperity. Students will literally 'take part in the city' in order to develop an understanding of the minor's central questions: what are places images, identities, and reputations? What is the meaning of imaginaries and why are they so influential without even noticing it? Is it possible to brand a city? When does city marketing work and when does it not?

The minor enables participants to gain a better understanding of the various methods that cities (could) use to favorably position themselves while establishing more sustainable and authentic links with each other. The factors that are important for the sustainability and popularity of a city include flows of connectivity, urban maintenance and development in economy, culture, tourism, creativity, education and research. You can expect to look more closely at areas such as these during this minor.

### Video

Please see here the work made by our students, nowadays alumni City Marketing in Europe, showing the Power of Images:

-Film Emma Karlson: 'Who Owns the City'. Length 10:23

<https://vimeo.com/194949897>

Film Lewis Ingram & Christopher Cloger: 'Moving the City'. Length 08:13

<https://vimeo.com/343946124>

### Courses

*Exploring the City – 6 EC*

Exploring the City is a five-week introduction to research in urban studies, place image and reputation, and mapping the imaginary techniques. As well as classroom teaching and supervision, the minor takes place around the city itself by means of field visits some of the key locations and stakeholders of contemporary Amsterdam. The programme consists of talks given by experts and academia in the field, training in research and communication skills, field visits, autonomous study and group work. The module is assessed by means of a written test on field literature and an individual oral assessment.

#### *Advanced English Communication – 4 EC*

Throughout the minor programme, students are offered a module on advanced English skills. The course is intended to facilitate the improvement of communication skills used in reports, during presentations and in academic reading and writing. For this module the students are assessed by means of a portfolio comprised of the deliverables written during the semester. Excellent work is incorporated in the programme's final publication.

#### *The power of images and visual methodologies – 4 EC*

This relates to all the modules of the minor. It prepares students to become better interpreters of the messages and other codes of different urban frameworks. It also enables students to work with partners in Barcelona and Paris in a more informed, intelligent and empathic way and helps them to achieve better results when working on their case study. The module is assessed by means of a film-making assignment and a video log.

#### *IVCF Working on case studies: Mapping Imaginaries – 10 EC*

In the second phase of the minor, our students investigate and design brand and communication solutions as part of 'real-world' assignments associated with the city and city imaginaries. This phase includes comparative research as well as research meetings in Barcelona and Paris. We conclude the assignment with a Summer Congress in Amsterdam, including final presentations for those organizations partnering the commission of the case studies. The primary assessment of this module is the international (city) brand and communication project which is completed in teams.

#### *Assessment of final portfolio – 6 EC*

This part involves the module Data & Cities, with tools to explore the digital context of cities and a number of consultations at which the students relate the work done on the case studies to (current) relevant insights, concepts and techniques. For the individual final assessment, students write an essay and prepare a prototype of a city campaign that incorporates the different views and approaches studied during the minor programme as a whole.

## **Admission Requirements**

Because of its interdisciplinary approach the minor is suitable for students of all disciplines: (International) Business, Economics, Marketing / Communications / Creation and Information Management, Media, Information and Communication, Aviation, Urban Planning, European Studies, Sociology, Architecture and so on. 'Kies op Maat' students and exchange students from abroad are also more than welcome.

Students willing to enroll must qualify for the Honours Programme by showing their interest with a letter of motivation (in English, 1 A4 page) addressing why they want to take part in the minor.

## **Learning Goals**

This minor covers a range of different subjects. As a student, you will have the chance to develop the skills required by an urban professional starting with observation, exploration and research skills during phase one (Exploring the City). It will give you the tools to gain a better understanding of the various fields of urban studies and especially those of place image, brand and reputation. By the end, you will have become a real urban insider.

In phase two of the minor (the IVCF, International Virtual Consulting Firm), you will have the opportunity to develop the professional skills needed in urban research and consultancy. As such, you will take part in a real-life international urban case working in an international partnership. You will also benefit from the

educational and research expertise of our three partner universities and come face-to-face with real and relevant issues in our cities as you carry out field research both here in Amsterdam and abroad in Paris and Barcelona.

### **Literature**

Basic literature includes among others:

Gert-Jan Hospers, 'Lynch's The Image of the City after 50 Years: City Marketing Lessons from an Urban Planning Classic', *European Planning Studies*, 18.12 (2010), 2073–81

Jane Jacobs, 'The Use of Sidewalks', in *The Death and Life of the Great American Cities* (New York: Random House, Inc., 1961)

*Imagining Global Amsterdam: History, Culture, and Geography in a World City*, ed. by Marco de Waard (Amsterdam: Amsterdam University Press, 2012)

*Cities & Visitors. Regulating People, Markets and City Space*, ed. by Lily M. Hoffman, Susan Fainstein, and Dennis R. Judd (Blackwell Publishing, 2007)

*From Social Butterfly to Engaged Citizen: Urban Informatics, Social Media, Ubiquitous Computing, and Mobile Technology to Support Citizen Engagement*, ed. by Marcus; Foth and Judith; Donath (Cambridge, Mass : MIT Press, cop., 2011)

Núria Arbonés Aran et al. in preparation *Mapping the Imaginary: The Whys and the Hows*

Paul Claval, 'The Cultural Dimension in Restructuring Metropolises: The Amsterdam Example', in *Understanding Amsterdam*, ed. by Léon Deben, Willem Heinemeyer, and Dick van der Vaart (Amsterdam: Het Spinhuis, 2007), pp. 59–92

Simon Anholt, *Places, Identity, Image and Reputation* (London: Palgrave Macmillan, 2010)

Richard Florida, *The Rise of the Creative Class And How It's Transforming Work, Leisure, Community and Everyday Life* (New York: Basic Books, 2002)

Its follow-up, Richard Florida, *The New Urban Crisis* (London: One World, 2017)

City Council of Amsterdam, Amsterdam Partners, 2004 *The making of the city marketing of Amsterdam*.

### **Costs**

Participants should keep in mind that they will need to make a personal contribution of around 500 Euros for travel costs to Paris and Barcelona.

### **Location**

Fraijlemaborg Campus

### **Study Programme Department**

AMSIB – International Business