



## RESEARCHING THE CITY:

### MAPPING IMAGINARIES HONOURS PROGRAMME

#### DESCRIPTION

The minor entitled *Researching the City: Mapping Imaginaries* is designed to provide fresh perspectives and a better understanding of places' images, identities and reputations. The minor is the result of 10 years of work on City Marketing in Europe and has been developed in the framework of the programme Cities & Visitors, in cooperation with the Amsterdam School of International Business, the Urban Management alliance and the Innovation Group at Research Centre CAREM.

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.

*Researching the City: Mapping Imaginaries* takes an interdisciplinary approach. As an Honours Programme, it is only available to highly driven students who have to demonstrate their interest in a motivation letter. The minor is suitable for students of (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 should have an affinity with study areas such as urban environment, internationalization, marketing and communication.

#### LEARNING GOALS

The *Researching the City: Mapping the Imaginaries* 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. This phase, entitled Exploring the City, gives the tools to gain a better

understanding of the various fields of urban studies and especially those of places' 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, Working on the Cases phase), 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.

## COURSES, ECTS AND ASSESMENTS

### *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 to 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 in English. The course is intended to

practice and improve communication skills in reports, presentations and academic reading and writing.

For this module the students are assessed by means of a presentation and written report Exploring the City during the first phase of the minor. In the second phase, students are evaluated on the basis of an essay. Excellent work can result in a publication.

### *The power of images and languages – 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 – 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 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 module involves a number of consultation sessions at which the students relate the work done on the case studies to relevant theories,

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.

### ENTRY REQUIREMENTS

To qualify for the Honours Programme you must present your academic record, as well as a letter of motivation (in English, 1 A4 page) addressing why you want to take part in the minor.

Convincing students will be contacted for an intake and information session where expectations and skills are discussed. Those who did not meet admission requirements will be notified by e-mail.

### PRACTICAL INFORMATION

The number of participants for this minor is limited to 30 students.

The language of instruction is English and minor courses and activities take place 3 times per week on Wednesdays, Thursdays and Fridays. Most courses will be taught at the Fraijlemaborg campus. Because of the nature of this international minor programme, independent learning and studying generally happen throughout.

Participants should keep in mind that they will need to make a personal

contribution of around €550 for travel costs to Paris and Barcelona.

Faculty: Business and Economics / AMSIB – Amsterdam School of International Business.

### ABOUT CITIES AND VISITORS

This course is part of the research group Cities and Visitors, focused on the study of Places Images, Identities and Reputation. Currently, it operates in three clusters:

- Honours Minor 'Researching the City: Mapping Imaginaries'
- Summer Course 'Creative Cities: Mapping the Imaginary'
- Research Line 'Moving Amsterdam Zuidoost'

For inquires, you can contact:

Dr. Núria Arbonés Aran, PhD –  
Programme Leader  
[n.arbones.aran@hva.nl](mailto:n.arbones.aran@hva.nl),

Diana Müller – Programme Assistant  
[d.muller@hva.nl](mailto:d.muller@hva.nl)

Website: [www.ivcf.nl](http://www.ivcf.nl)

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