

Kaposvár University Faculty of Economic Science
Kaposvár, Guba Sándor Str. 40.

SYLLABUS AND REQUIREMENTS

Name of Subject: *Regional and Settlement Marketing*

Code(s) of Subject: *3MMAR2RSM00000*

Education level: *MSc*

Specialization(s): *Regional and Environmental Economic Studies*

Divisions: *full time/*

Number of lectures(lecture/seminar): *2+1*

Form of evaluation: *colloquium*

Responsible instructor for subject: *Dr. habil Orsolya SZIGETI*

Instructor for lectures and seminars: *Dr. habil Orsolya SZIGETI*

Responsible Department: *Department of Marketing and Trade*

Name and position of Department leader: *Dr. habil Orsolya SZIGETI, associate professor*

Validity of syllabus and requirements: *2015/2016 year 1st semester*

Goals: Main goal of the subject is to introduce the students the position and role of Regional and Settlement Marketing, as a special marketing field, and the levels and characteristics of Regional and Settlement Marketing, the specific elements of macro and micro environment, as well as to analyze and evaluate the relationship between competencies and the customer decision-making process in the regions and local marketing.

Requirements and evaluation form: *oral and written colloquium*

Those students are eligible to sign in for colloquium, which prepared and presented a marketing-oriented analysis of a settlement of his/ her choice. The required material and the slides includes the followings: introduction of the chosen settlement, macro and micro environment analysis, competitor analysis, investigation of the geographic, demographic and psychographic characteristics of the main target group (inhabitants, enterprises, tourists), positioning strategy, characterization of marketing tools – product, price, placement and promotion (4P) strategy based on human factors, materials and process (7P) OR supply- and communication competences (2C), SWOT analysis, developmental suggestions.

Content of the subject (thematic):

NR.	TYPE	TOPIC OF LECTURE	TOPIC OF SEMINAR
1.	lecture seminar	Position of the Regional and Settlement Marketing in the marketing system, its development, the main reason of its appearance. The concept of Regional and Settlement Marketing.	Objectives of Regional and Settlement Marketing.
2.	lecture seminar	Strategic planning process of Regional and Settlement Marketing.	Mission, goal setting, competence marketing.
3.	lecture seminar	Strategic dimensions and strategy types in Regional and Settlement Marketing.	Environment and situation analysis.
4.	lecture seminar	Partial and integrated marketing strategies. Value-, image-, activity- and target group audit.	Information collection, processing and analysis.
5.	lecture seminar	The characteristics of segmentation in Regional and Settlement Marketing.	Determining the target market of Regional and Settlement Marketing
6.	lecture seminar	Positioning strategies in Regional and Settlement Marketing. Analyzing the position of settlements in Europe.	Analysis of the needs of the public, the enterprises and the tourists.
7.	lecture seminar	The content of communication strategy and its role in Regional and Settlement Marketing.	Supply of Regional and Settlement Marketing: economic development strategy, improvement of cultural, social and environmental values.
8.	lecture seminar	Autumn vacation	
9.	lecture seminar	Communication tools.	Regional and Settlement Marketing in practice: Case study: analyzing settlement actions – Sydney.
10.	lecture seminar	Methods and tools of the communication strategy.	Regional and Settlement Marketing in practice: Case study: analyzing settlement actions – Beijing.
11.	lecture seminar	Online communication of settlements and regions. Connections within and beyond the region.	Regional and Settlement Marketing in practice: Case study: analyzing settlement actions – Liverpool.
12.	lecture seminar	The role and importance of interregional cooperation in Regional and Settlement Marketing.	Regional and Settlement Marketing in practice: Case study: analyzing settlement actions – Melbourne.
13.	lecture seminar	Implementation, monitoring and organizational issues of Regional and Settlement Marketing.	Regional and Settlement Marketing in practice: Case study: analyzing settlement actions – Porto.
14.	lecture seminar	Student presentations.	Student presentations.

Literature

Compulsory literature

Learning and copied materials.

Recommended literature

KOTLER, P., KELLER, K.L.: *Marketing management*. Prentice Hall, 2012.

ASHWORTH, G. J., WOOGD, H.: *Selling the city*. Belhaven Press, 1991.

JOURNAL OF BUSINESS RESEARCH, HBRC JOURNAL, CITIES Journals current issues

Kaposvár, 25th August, 2015.


Signature of lecturer


Signature of the Head of the Department