

THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

Programme Title	: Bachelor of Social Sciences (Honours) in Global and Environmental Studies
Programme QF Level	: 5
Course Title	: Marketing Global Cities: Themes and Approaches
Course Code	: SSC4145
Department	: Social Sciences
Credit Points	: 3
Contact Hours	: 39
Pre-requisite(s)	: Globalization: Concepts and Debates
Medium of Instruction	: EMI
Course Level	: 4

Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Undergraduate, Taught Postgraduate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. Course Synopsis

This course will provide students with an understanding of city marketing for mega events, flagship projects, tourism, leisure and recreation, and cultural amenities in current and future society. Students will develop an interdisciplinary theoretical and analytical framework for examining the background, process and pattern of city marketing created by city governments and/or public-private investment, as well as adverse consequences that may occur.

2. Course Intended Learning Outcomes (CILO_s)

Upon completion of this course, students will be able to:

- CILO₁ Develop an interdisciplinary theoretical framework for understanding city marketing.
- CILO₂ Identify recent themes, functions and trends in city marketing, demonstrate knowledge of various factors and elements in it.
- CILO₃ Explain the role governments and non-state actors have in determining city marketing, and recognize the importance of integrated urban planning and the role of the community in the process.
- CILO₄ Gain sound understanding of the different perspectives on the consequences and impacts of city marketing, from the social, cultural and environmental perspectives.

3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
Understanding some basic marketing skills and experiences and apply these knowledge to city marketing.	CILO _{1,2,4}	<ul style="list-style-type: none"> • Concise lecture • Video-analysis • Group discussion
City Marketing and place commodification in globalizing world: historical and empirical considerations.	CILO _{1,2}	<ul style="list-style-type: none"> • Concise lecture • Video-analysis • Group discussion
City Marketing and place commodification in globalizing world: theoretical and thematic considerations	CILO _{1,2}	<ul style="list-style-type: none"> • Concise lecture • Reading inquiry • Video-analysis • Group discussion
Planning, practical implementation of strategies and instruments of city marketing.	CILO _{2,3}	<ul style="list-style-type: none"> • Concise lecture • Reading inquiry • Video-analysis • Group discussion • Cross-cultural experiential learning (web-research and debriefing)
Pluralistic game: economic, social and cultural and political dynamics in the process of city marketing.	CILO _{3,4}	<ul style="list-style-type: none"> • Guest seminar by environmental activists • Reading inquiry • Class debate
Multi-perspective evaluation of the consequences and impacts of city marketing: social, cultural and environmental concerns.	CILO _{1,2,4}	<ul style="list-style-type: none"> • Comparative inquiry of cases • Reading inquiry • Video-analysis

4. Assessment

Assessment Tasks	Weighting (%)	CILO
1) A group presentation of the marketing proposal of a city marketing campaign, using the skills acquired in the course	50	CILO _{1,2,3,4}
2) Individual Photographic Report. Students will be required to produce a 2000 word photo report on a marketing campaign of Hong Kong	50	CILO _{1,2,3,4}

5. Required Text(s)

Nil.

6. Recommended Readings

- Anholt, S. (2010). *Places: Identity, Image and Reputation*. Basingstoke, Hampshire: Palgrave Macmillan.
- Ashworth, G., Voogd, H. and Pelterberg, P. (2004). *Place Marketing: Marketing in the Planning and Management of Places*. London: Routledge.
- Baker, B (2012). *Destination Branding for Small Cities: The Essentials for Successful Place Branding*. Portland, Oregon: Creative Leap Books.
- Dinnie, K. (ed.), (2011), *City Branding: Theory and Case*. Basingstoke, Hampshire: Palgrave Macmillan.
- Kotler, P. (Et al.) (2002). *Marketing Places: attracting investment, industry, and tourism to cities, states, and nations*. N.Y.: Free Press.
- Selby, M. (2004). *Understanding Urban Tourism: Image, culture and experience*. London, N.Y.: Tauris.
- Smyth, H. (1994). *Marketing the city: the role of flagship developments in urban regeneration*. London: E & FN Spon.
- Ward, S. (1998) *Selling places: the marketing and promotion of towns and cities, 1850-2000*. London; New York: E & FN Spon.

7. Related Web Resources

Hong Kong Tourism Board: www.discoverhongkong.com
InvestHK: www.investhk.gov.hk

8. Related Journals

International Journal of Urban and Regional Research. Blackwell Publishing.
Tourism Management. Elsevier.

9. Academic Honesty

The University adopts a zero tolerance policy to plagiarism. For the University's policy on plagiarism, please refer to the *Policy on Academic Honesty, Responsibility and Integrity with Specific Reference to the Avoidance of Plagiarism by Students*. Students should familiarize themselves with the Policy. (<https://www.eduhk.hk/re/modules/downloads/visit.php?cid=9&lid=89>).

10. Others

Newspaper articles and on-line videos on relevant current issues will be used wherever and whenever appropriate
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