

Course Title	Communicating the City
Term	Term 1 & 2 or Term 3 & 4;
Inholland Faculty	Faculty of Creative Business
Course code	unknown
Inholland location	Diemen
Cycle	first cycle
Number of ECTS	30
Language of instruction	English
Course content	<p>Nowadays, cities in the world are busy promoting themselves in various ways. For every city, it is important that stakeholders (visitors, tourists, business people) have enough relevant knowledge about the city and, preferably, also a positive image leading towards favorable decisions and behavior.</p> <p>The exchange program 'Communicating the City' of Inholland University of Applied Sciences focuses on this theme. You will learn about the ways cities are actively presenting and promoting themselves for a wide variety of target groups. The city of Amsterdam and surrounding cities are taken as examples. This implies that the program will include guest lectures and visits (town hall, cultural institutions, advertising agencies, Amsterdam Promotion, Utrecht Marketing.). This will serve as an inspiration for your project assignments, because, in a parallel way, you are challenged to develop a communication strategy for promoting a major city that will be assigned to you. So at the end of your semester you will be presenting your advice to the marketing department of a real city.</p> <p>The assignment will follow the systematic route of research/analysis - strategy development –creation - implementation. We call this: the Communication Cycle. The project will be supported by instructions, trainings, theory sessions, field trips and masterclasses.</p> <p>The complete program is developed by and within the Communication Program of Inholland University and encompasses in total 30 credits (EC). The project will be 16 credits (EC) and the theory (5 EC), training Writing & Visualisation (5 EC) and personal reflection (presentations, debating, organising an event) (4 EC) on the project will complement the 30 credits.</p> <p>A truly hands-on experience in a highly international study environment!</p>

Lecturer(s)	Multiple. The coordinator is Mr. Robin Löke
Learning outcomes	Learning students how come up with the implementation of a communication strategy for a city, based on reseach,analysis and development.
Mode of delivery, planned activities and teaching methods	Project, Courses, Training & Masterclasses
Prerequisites and co-requisites (if applicable)	Knowledge of communication, marketing and PR principles. Bachelor year 3
Recommended or required reading and/or other learning resources/tools	Wish You Were Here - The Branding of Stockholm and Destinations, Evan Stubbs, second edition, 2012, EAN: 9781456414238
Assessment methods and criteria	Written work & Presentations