

WARNING:
**This presentation contains
main issues and key
questions – not all the
information that may
appear on the test**

Marketing of places

LITERATURE

1. Kotler Ph., Armstrong, G., Saunders, J., Wong, V., *Principles of marketing. Second European Edition*, Prentice Hall Europe 1999
2. Braun, E., *City Marketing: Towards an Integrated Approach*. Erasmus Research Institute of Management (ERIM), Rotterdam. ERIM PhD Series in Research and Management, 2008, no. 142
3. Gertner, E., *Unfolding and configuring two decades of research and publications on place marketing and place branding*, „Place Branding and Public Diplomacy”, 2011, 7, pp. 91-106
4. Martinez, N. M., *City marketing and place branding: A critical review of practice and academic research*, “Journal of Town & City Management”, Vol. 2, 4, pp. 369–394

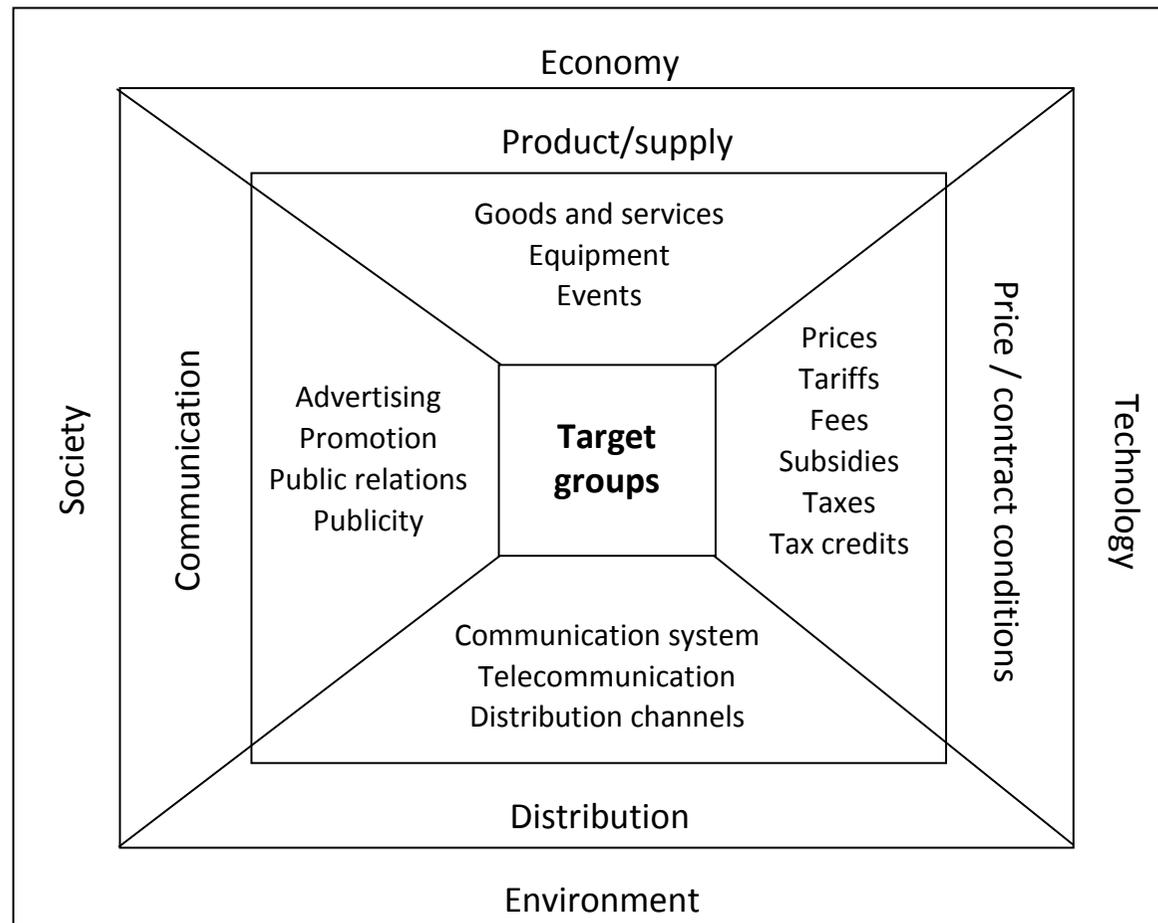
Marketing of places

BASIC MARKETING PRINCIPLES

1. Deliberate choice
2. Market research – based decisions
3. Integrated action on the market (marketing-mix)
4. Marketing planning
5. Control of the effectiveness of marketing activities

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MARKETING-MIX for PLACES



Source: Szromnik, A., *Marketing terytorialny. Koncepcja ogólna i doświadczenia praktyczne*, in: Markowski, T. (ed.), *Marketing terytorialny*, Studia KPZK, t. CXVI, 2006, p. 75.

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MARKET SEGMENTATION / TARGETING

Efficient and precise adjustment of product and marketing efforts to the customer's or user's needs (disaggregation of demand).

W. M. Smith (1956)

Dividing the whole market (usually too large to deal with) into the segments having similar internal characteristics and maximally different from the other.

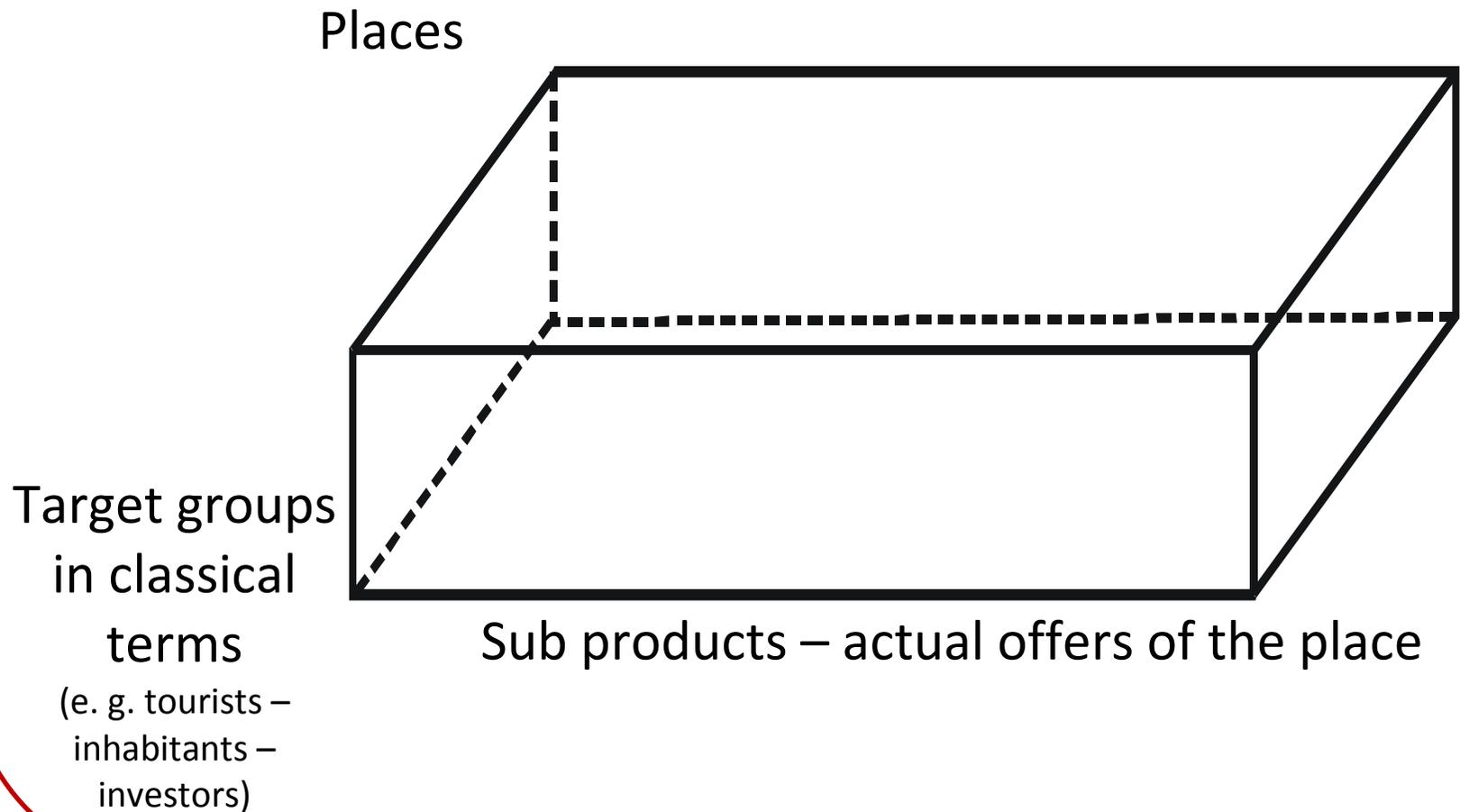
Ph. Kotler (1991)

The process of dividing the market into several parts, each of which has an intrinsic needs and then developing a product and related marketing programs that meet the needs of one or more of these parts.

J. A. Simpson (1994)

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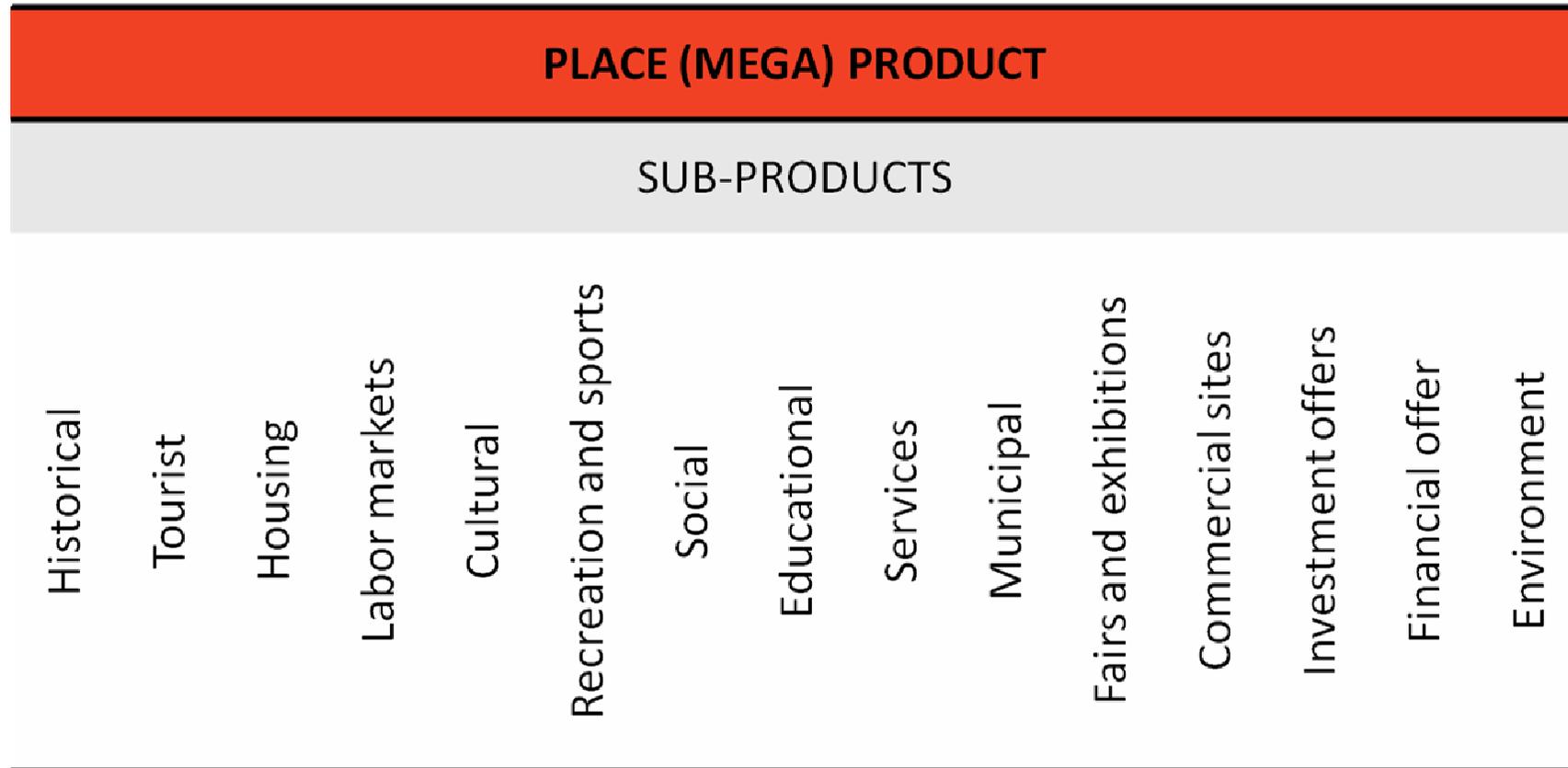
PLACE-PRODUCT – SEGMENTATION



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SPLITTING the PLACE – PRODUCT



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PRODUCT POSITIONING

- Putting the product **in relation to** competitive (similar) products, based on a limited number of clear **criteria**, in order to ...
- ... make this product perceived as **better** than competitive products by **targeted** purchasers.

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MARKETING STRATEGY of PLACES METHODOLOGY

1. Identifying features of the place – its **specificity**:
 - history of the city (region)
 - people, the characteristics of the local community,
 - culture, traditions,
 - unique attractions,
 - economic image, industrial traditions,
 - landmarks,
 - aggregation of collected data – such as SWOT analysis, portfolio methods, positioning, etc
2. Segmentation, **target groups**
3. Defining **strategic goals**:
 - which product / sub-product
 - scope and scale of activities, etc.
4. Selection of tools (marketing-mix) and marketing communication channels (**operational goals**, and then **tasks and projects**) + indication **entities responsible** for their implementation
5. **Timing** of individual actions preliminary **budgeting** (sources of financing)
6. **Monitoring** and **measuring** the results

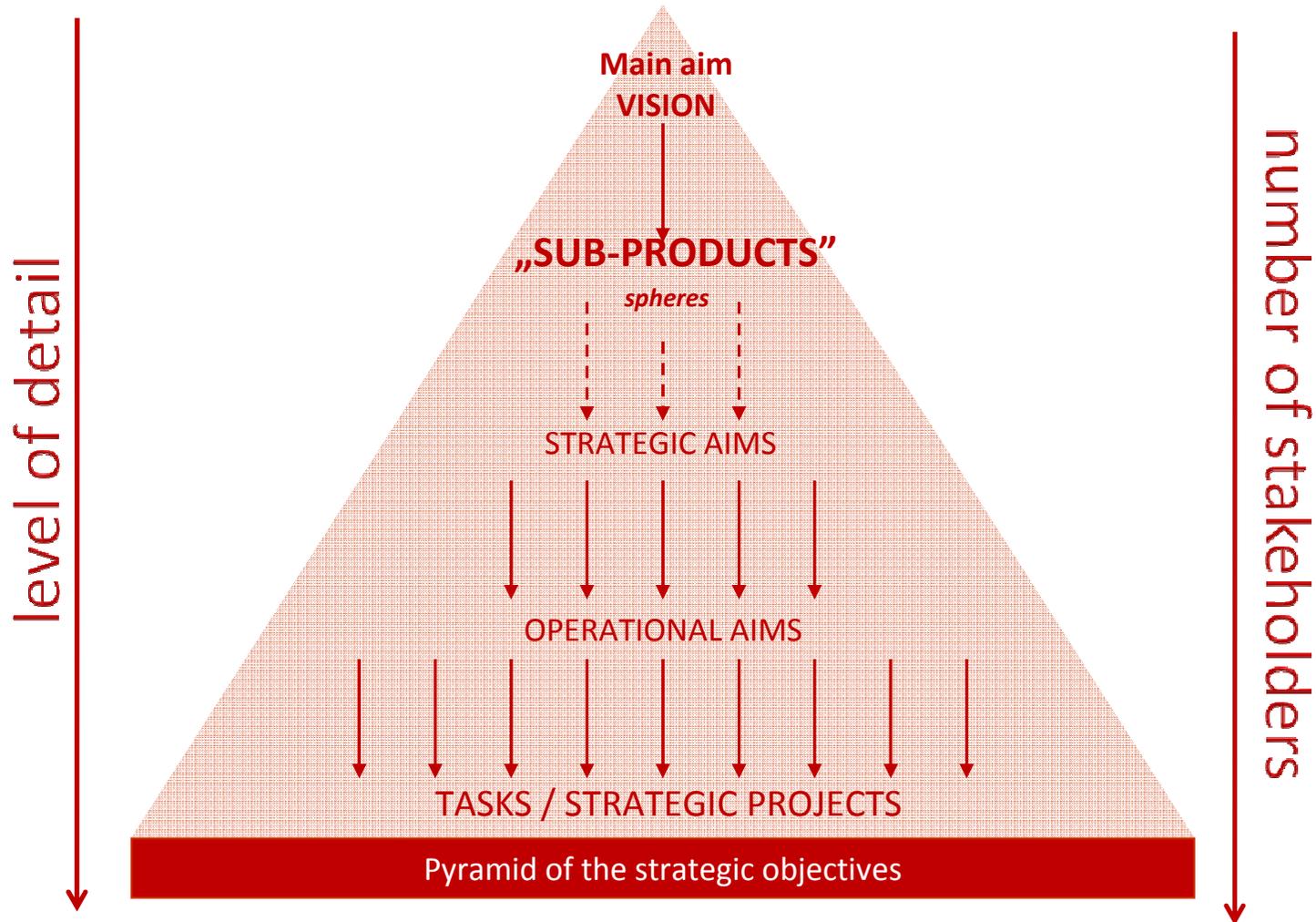
REVIEW

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MARKETING STRATEGIES of PLACES



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Marketing of places key questions

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WARNING:
**Ability to answer all the
questions from the next
slides test results in
passing a test with a very
good note 😊**

Marketing of places – key questions

1. What is (are) the key element (s) of the definition of marketing
2. What are 5 basic marketing principles?
3. What are key differences between approach to managing enterprises and non-profit (public) organizations?
4. What is (are) the key element (s) of the definition of marketing of places?

1

Marketing of places – key questions

1. What are differences in acquiring primary and secondary data in market research?
2. What are differences between probability sampling and non-probability sampling ?
3. Indicate at least 5 key differences between quantitative and qualitative research

2

Marketing of places – key questions

1. What differences between internal and external marketing?
2. How to interpret the complexity of territorial (mega) product?
3. What are the main elements of *marketing-mix* of places and how to interpret them?

3

Marketing of places – key questions

1. What are the reasons of market segmentation / targeting?
2. Indicate at least 4 criteria of targeting
3. Indicate three dimensions of place-product segmentation
4. What are main differences of marketing approach to mega-product and sub-product?
5. List at least three methods of product positioning.

4

Marketing of places – key questions

1. What are basic pricing strategies?
2. Does always price refers objective monetary value of the product – what is your attitude?
3. Price in commercial and place marketing – indicate at least 5 key differences

5

Marketing of places – key questions

1. How to interpret distribution in place marketing?
2. What are forms and role of communication in marketing?
3. To which „P” of „4Ps” marketing communication can be assigned?

6

Marketing of places – key questions

1. What are the functions of place promotion?
2. What are main elements of *promotion-mix* and their main features?
3. Does advertising always help territorial units to build their image?
4. What are *public relations* main tools?

7

Marketing of places – key questions

1. What are main steps of building marketing / branding strategies of places?
2. What is the role of the *specificity* of the place for marketing strategies?
3. What can decide about the *specificity* of the place?

8

Marketing of places – key questions

1. What are the functions of image and brand of the place?
2. What are basic principles for branding?
3. What are main differences between the image and the brand?
4. Should place brand be narrow or extended?

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