

Al-Farabi Kazakh national University
Higher school of Economics and business
The syllabus
(TM5304) Territorial Marketing
Spring semester for 2021-2022 academic year
according to the educational program “Marketing”

Discipline code	Name of the discipline	Number of hours				Number of credits (ECTS)	IWM
		IWM	Lec.	Pract.	Lab.		
TM 5304	Territorial Marketing	98	15	30	-	3 (ECTS – 5)	7
Academic information of course							
Type of training	Type/nature of the course	Types of lectures	Types of seminars (practical) classes		Number of IWM	Form of final control	
Mixed basic	Practical experience	Explanation, research, visualization, interactive	Discussion, brainstorming, case study, conversation, interactive lesson, consultation, research, "clean page»		3	Oral on the platform «Zoom»	
Lecturer	Kozhakhmetova Assel Kosherbaevna, PhD						
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Academic presentation of course							
Goal of course:	Expected learning outcomes (LO)		Indicators of achievement of EO				
to form students' ability to use basic concepts and methods of territorial marketing	<p>LO 1 - to explain the concept and the basic tools of territorial marketing for describing its essence;</p> <p>LO 2 – to justify basic approaches of the implementation of territorial marketing strategies for applying them in company's activity;</p> <p>LO 3 – to use segmentation and product positioning tools in the territorial marketing to expand the target audience of the enterprise;</p>		<p>IA 1.1 – identify the approaches of territorial marketing by applying the principles of marketing methodology;</p> <p>IA 1.2. – define the purpose, tasks, functions, and objects of territorial marketing;</p> <p>IA 1.3. – explain the approaches of territorial marketing;</p> <p>IA 1.4. – identify the main tools of territorial marketing;</p> <p>IA 2.1 – interpret territorial marketing environment factors to apply when entering a new market.</p> <p>IA 2.2. – demonstrate the procedure of territorial marketing research.</p> <p>IA 2.3. – apply the evaluation methodology for quantitative research</p> <p>IA 2.4. – justify the choice of qualitative research tools for territorial marketing.</p> <p>IA 3.1 – generate the firm's territorial marketing strategies for launching a production;</p> <p>IA 3.2. – criticize the segmentation grid and the micro-segmentation matrix of the territorial marketing;</p> <p>IA 3.3 – compare five micro-segmentation strategies and three micro-segmentation strategies</p>				

	<p>LO 4 – to form territorial market strategies for the development of the company's brand based on the analysis of the market potential and the company's competitiveness;</p> <p>LO 5 – to create a guide for territorial promotion campaign based on marketing communication tools.</p>	<p>for the target audience of the enterprise; IA 4.1 – classify objects and parameters for evaluating the attractiveness of the territorial market to determine the stages of its analysis. IA 4.2. – apply formulas for calculating SPOs, methods for evaluating brand potential. IA 4.3. – determine the vias of competitive advantages, parameters for analyzing the competitiveness of the product and the company; IA 4.4. – offer up-to-date rebranding strategies.</p> <p>IA 5.1 – use tools to promote products: advertising, sales promotion. IA 5.2. – develop strategies for organizing direct sales in territorial marketing; IA 5.3. – develop strategies for public relations; IA 5.4. – justify strategies based on elements of marketing communications.</p>
Prerequisites	Marc 2204 Marketing, Men2214 Management	
Post-requirements	SAM 5208 Strategy Analysis in Marketing	
Literature and resources	<p>References:</p> <ol style="list-style-type: none"> Anholt, S. The Anholt GMI City Brand Index: How World sees the world's cities. Place Branding 2(1): 18-31,2006. Kotler, Philip T. Marketing Places, Simon and Schuster, 2002. Grönroos, Christian. "From marketing mix to relationship marketing: towards a paradigm shift in marketing." Marketingdecision 32.2 (1994): 4-20. Booms, Bernard H.; Bitner, Mary Jo (1981). "Marketing Strategies and Organization Structures for Service Firms". Marketing of Services. AmericanMarketingAssociation: 47–51. Kotler, Philip (2012). Marketing. Pearson Education. p. 250. Groucutt, J. and Leadley, p., Marketing: Essential Principles, New Realities, Kogan Page, 2004, p.170. Banting, P.M. & Ross, R.E., "The marketing mix: A Canadian perspective," Journal of the Academy of Marketing Science, vol. 1, no. 1, 1973, doi:10.1007/BF02729310 <p>Web-recourses:</p> <ol style="list-style-type: none"> Kotler Ph. Principles of Marketing. https://pdf.wecabrio.com/principles-of-marketing-kotler-armstrong-15th-edition.pdf. WhalleyA. Strategic Marketing. – Ventus Publishing ApS, 2015. – 121p. https://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Strategy/strategic-marketing.pdf. <p>Available online: Additional training material on "Territorial marketing", as well as documentation to prepare for seminars, implementation of the IWM will be available on your page on univ.kaznu.kz website.</p>	
Academic policy of the course in the context of university moral and ethical values	<p>All students receive online training. The deadlines for completing the online course modules must be strictly observed in accordance with the schedule of studying the discipline.</p> <p>ATTENTION! Failure to meet the deadline results in loss of points!</p> <p>Academic value:</p> <ul style="list-style-type: none"> - completing tasks lectures/seminars and self-directed learning needs to have independent, creative nature: - plagiarism, forgery, use of cheat sheets, cheating at all stages of control are not allowed; - students with disabilities can receive counseling at the e-mail address Assel.kosherbaevna@gmail.com. 	
The politics of educational assessment and evaluation	<p>Criteria based evaluation: control works and exams are evaluated in accordance with the descriptors (checking the formation of competencies)</p> <p>Summative evaluation: active participation in the classes, the implementation of special creative tasks</p>	
Calendar (schedule) for the implementation of the course content		

Week/ date	Topic form	EO	IA	Number of hours	Maximum score	Form of knowledge Assessment	Form of the lesson/platform
Module 1 - theoretical foundations of territorial marketing							
1	1. Classic lecture. The essence of territorial marketing and its concepts.	EO 1	IA 1.1. IA 1.2	1	2	Discussion of results	Web-lesson in ZOOM
	1.Seminar-brainstorming. Defining the role of territorial marketing in improving the image of the country	EO 1	IA 1.1. IA 1.2	2	10	discussion of research results	Web-lesson in ZOOM
2	2.Lecture-explanation. Territorial marketing environment	EO 1	IA 1.3	1	2	Discussion of results	Web-lesson in ZOOM
	2. Seminar - discussion. Identification of the features of the marketing environment's influence on the production and promotion of products	EO 1	IA 1.3	2	10	argumentation-discussion based on recommended literature and web resources	Web-lesson in ZOOM
3	3. Classic lecture. Country, region, and city marketing	EO 1	IA 1.4	1	2	Discussion of results	Web-lesson in ZOOM
	3.Seminar. Discussion of methods of country marketing	EO 1	IA 1.4	2	10	Discussion of results	Web-lesson in ZOOM
	IWM-1: Analyze marketing environment factors on the example of the city	EO 1	IA 1.4		20	analytical report and presentation of results	Loading work into the system
4	4.Lecture-exploration. Strategies for territory marketing	EO 2	IA 2.1. IA 2.2	2	2 2	argumentation-discussion based on recommended literature and web resources	Web-lesson in ZOOM
	4.Seminar. Comparing marketing strategies to choose the most suitable one for territory	EO 2	IA 2.1. IA 2.2	2	2 2	argumentation-discussion based on recommended literature and web resources	Web-lesson in ZOOM
5	5.Lecture-exploration. Image of the territory: essence, forming, measuring	EO 2	IA 2.1. IA 2.2	2	2 2	argumentation-discussion based on recommended literature and web resources	Web-lesson in ZOOM
	5.Interactive seminar. Application of methods of image marketing for the territory	EO 2	IA 2.3. IA 2.4	2	10 10	argumentation-discussion based on recommended literature and web resources	Web-lesson in ZOOM

	IWM 2: Evaluate the country brand	EO 2	IA 2.1. IA 2.2 IA 2.3. IA 2.4		20	analytical report and presentation of results	Loading work into the system
Midterm1					100		
Module 2 – analytical territorial marketing tools							
6	6.Lecture. Market segmentation and territory positioning	EO 3	IA 3.1 IA 3.2	1	2	argumentation-discussion based on recommended literature and web resources	Web-lesson in ZOOM
	6. Seminar. Basic methods of territorial analysis in marketing	EO 3	IA 3.2 IA 3.3	2	10	argumentation-discussion based on recommended literature and web resources	Web-lesson in ZOOM
7	7. Lecture. Digital territories and digital inhabitants	EO 3	IA 3.1 IA 3.2	1	2	Discussion	Web-lesson in ZOOM
	7. Seminar. Digital tools and technologies for territory marketing	EO 3	IA 3.2 IA 3.3	2	10	argumentation-discussion based on recommended literature and web resources	Web-lesson in ZOOM
	IWM 3: Evaluate the competitiveness of the country, region, or city. Kind of work: presentation	EO 3	IA 3.2 IA 3.3		20	argumentation-discussion based on recommended literature and web resources	Loading work into the system
8-9	8. Lecture-visualization. Territorial analysis	EO 4	IA 4.1	2	2 2	argumentation-discussion based on recommended literature and web resources	Web-lesson in ZOOM
	8. Seminar-consultation. Applying tools of the analysis of the territory marketing	EO 4	IA 4.2	2	10 10	Discussion of results	Web-lesson in ZOOM
10	9. Classic lecture. Use of integrated marketing communication tools to promote the territory.	EO 4	IA 4.3	1	2	Discussion of results	Web-lesson in ZOOM
	9. Seminar. Modern technologies of marketing communications	EO 4	IA 4.4	1	10	argumentation-discussion based on recommended literature and web resources	Web-lesson in ZOOM
	IWM 5. Develop a national brand. Kind of work: presentation	EO 3 EO 4	IA 3.2 IA 3.3 IA 4.1 IA 4.2		20	analytical report and presentation of results	Loading work into the system

							system
(Midterm)					100		
Module 3 – New directions in territory marketing							
11	10. Lecture. Territory Branding: The Essence and Principles of Geobranding	EO 4	IA 4.3	1	2	discussion of results	Web-lesson in ZOOM
	10. Seminar-беседа. Analysis of modern methods of branding	EO 4	IA 4.3	2	10	discussion of results	Web-lesson in ZOOM
12	11. Lecture. Modern factors of formation of competitive advantages of territories	EO 5	IA 5.2	1	2	argumentation-discussion based on recommended literature and web resources	Web-lesson in ZOOM
	10. Seminar- expertise Techniques of developing competitive advantages of territory	EO 5	IA 5.1 IA 5.2	1	10	argumentation-discussion based on recommended literature and web resources	Web-lesson in ZOOM
	IWM 5: Development of advertising campaign for the city. kind of work: presentation	EO 5	IA 5.1 IA 5.2		15	analytical report and presentation of results	students upload completed tasks to univ.kaznu.kz
13	12. Lecture. Clusters as a tool for economic and social development of the territory	EO 5	IA 5.3	1	2	argumentation-discussion based on recommended literature and web resources	Web-lesson in ZOOM
	12.Seminar-case study. Discussing the main types of cluster approaches	EO 5	IA 5.1 IA 5.3	1	10	argumentation-discussion based on recommended literature and web resources	Web-lesson in ZOOM
	IWM 6: Cluster analysis of particular industry	EO 5	IA 1.1- IA 5.5.		15	analytical report and presentation of results	students upload completed tasks to univ.kaznu.kz
14	13. Lecture. Intellectual capital in territorial marketing	EO 5	IA 5.4	1	2	argumentation-discussion based on recommended literature and web resources	Web-lesson in ZOOM
	13. Seminar. Identification of the structure of the intellectual capital	EO 5	IA 5.1 IA 5.4	1	10	argumentation-discussion based on	Web-lesson in ZOOM

						recommended literature and web resources	
15	14. Interactive lecture. Infrastructural complex of territories: status and development trends	EO 5	IA 5.5	1	2	discussion of results	Web-lesson in ZOOM
	14. Interactive Seminar. Features of the infrastructure of territory	EO 5	IA 5.1 IA 5.5	1	10	argumentation-discussion based on recommended literature and web resources	Web-lesson in ZOOM
	IWM 7: Analyze the infrastructure of the region	EO 5	IA 1.1- IA 5.5.		10	analytical report and presentation of results	students upload completed tasks to univer.kaznu.kz
Midterm 2					100		
Exam					100		

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