Course Location: Glendale
Course Credit: 3 credit hours
Maximum number of students: 35

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Course Description

Place marketing is an important field of study and practice which has emerged in the past 15 years. The term “Place Branding” is used synonymously with “Place Marketing”. These terms are used to include ‘Destination Marketing’ (tourism), Nation Branding (the concept of a country as a brand), as well as the marketing and branding of cities and states. This course is designed to include all these components of place marketing.

Place marketing is much more than creating the 30 second ads we are used to seeing on TV promoting tourism in places like Mexico, Costa Rica and the Dominican Republic. In this course students examine country image, sources of competitiveness and other factors to create a brand image for a place (city, state or country).

Countries should create a distinct and clear brand positioning because country brand image impacts tourism, the attraction of investment and the volume of products it can export (country-of-origin effect)... No less an expert than Michael Porter stated in his tome, the Competitive Advantage of Nations:

*My theory highlights and reinforces the importance of differences in nations and of differences in national character. Many contemporary discussions of international competition stress global homogenization and a diminished role for nations. But, in truth, national differences are at the heart of competitive success.*
This course is designed to help students

- Understand the concept of competitive identity in place branding
- Understand the impact that place branding has on economic growth and development and on export potential.
- Understand how to develop place marketing plans, including strategy development, market research, targeting, branding and positioning.
- Explore the ethical issues related to place marketing
- Develop responses for dealing with 'uncontrollable factors', such as disasters and crises.

The teaching methods to be employed include discussion of assigned readings, presentations by local place marketing practitioners, presentation by consultants who have developed nation branding plans, cases, lectures and student presentations. Students write three individual cases and create and present a team project.

Resources for the course include readings from the Journal of Branding, Place Branding and Public Diplomacy, Economic Development Marketing and the following texts to be placed on reserve at IBIC:

- Destination Marketing: An Integrated Marketing Communication Approach, Steven Pike © 2008
- Competitive Identity, Simon Anhoit © 2007
- Destination Branding for Small Cities, Bill Baker © 2007

Invited local speakers are from the Greater Phoenix Economic Council, the Arizona Department of Tourism, the Greater Phoenix Convention and Visitor's Bureau, and from the Arizona Chapter of Meeting Professionals International (meeting planners), Non-local invited speakers include advertising agency executives and government officials responsible for destination branding of Las Vegas, Sonora, Mexico, South Africa, Sweden, and Scotland, among others. The class will travel to Las Vegas for one day of the course.

Prerequisites, Focus Areas and Grading and Costs

Prerequisites: One of the following: GM4505 or GM4501/02 or MKT4000 and One of the following: GM4000 or GST 4001

Focus areas: Marketing and Customized

Grading: Pass/ No Credit

Cost: Tuition: $3774 for 3 credit course

Other Costs: Cost of Traveling to and from Las Vegas for one day of the course. Students are responsible for making their own travel arrangements.