

ONLINE SUMMER SCHOOL

# CITY BRANDING

July 05- 23, 2021

ARE YOU INTERESTED IN MARKETING? DO YOU WANT TO LEARN MORE ABOUT THE CITY BRANDING IN RUSSIA? JOIN THIS SUMMER SCHOOL!

ECTS credits: 4.0



**POLYTECH**

Peter the Great  
St. Petersburg Polytechnic  
University



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St. Petersburg Polytechnic  
University



**ALAR**  
Training Center



## You will learn different topics such as:

- Russian culture and traditions. Saint Petersburg in the context of Russian culture
- Territorial marketing: environment, subjects and objects
- Territorial brand: architecture and attributes
- Territorial branding: Russian and foreign experience
- Branding as a synthetic means of communication in the territorial marketing-mix

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### **Cost:**

US\$421

### **Includes a virtual trip:**

- Virtual interactive program "Legends of the Yaroslav's Court"
- Academic session: "Coordination and marketing center of the region: experience of the "Red Hut" in creating the city brand "Veliky Novgorod - Homeland of Russia"

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**Program dates:** July 05- 23, 2021

**Registration deadline:** June 14, 2021

**Entrance requirements:**

- . Good command of English (B1+)
- . All classes and out-of-class activities are conducted in English
- . Knowledge of the Russian language is not required
- . Applicants are expected to have at least 1 year of University level studies.

**Professors and lecturers:**

- PhD Nelli Kozlova, Associate professor
- PhD Elena Korchagina, Professor
- PhD Natalya Pletneva, Associate professor
- Phd Ksenia Kuzmina, Associate professor

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