

TOPICS:

1. Urban marketing - defining the concept
2. Urban marketing as a promotion of the city
3. Urban marketing as forms of development policies
4. Urban marketing as a reorganization of the public administration
5. Marketing mix - (place, price, position, promotion) in the development of the city
6. Trends in the European Union (case studies)
7. Target groups in urban marketing
8. The role of urban marketing in attracting inhabitants
9. The role of urban marketing in attracting visitors
10. The role of urban marketing in attracting the private sector
11. Factors of location for the economic activities
12. Marketing strategy - methodology and case studies
13. Urban promotion and urban branding
14. Formulation of a city brand
15. Introduction, objectification of the course. Romanian architectural landscape, heritage and potential.
16. Methodology. Terminology. Realism, socialist realism, totalitarianism in architecture
17. The social ideal
18. The aesthetic ideal
19. Premodern and modern spatial conception.
20. Postmodern and contemporary spatial conception.
21. The architectural space in the conception of C.N.Schulz and P.V.Meiss.
22. Architectural composition in the contemporary period in the works of famous architects
23. Architectural representation today
24. Technological impact with examples from the capital of contemporary France
25. Communicational impact
26. The cultural dimension of architecture after R. Landau
27. Heuristics of I. Lakatos
28. Deconstructivism and minimalism in the conception and works of some contemporary architects

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