

## **TOPICS:**

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

## **BIBLIOGRAPHY:**

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5. Andreas Papadakis, Architecture, today Ed Terrail, Paris 1991
6. Trends in Contemporary Architecture, Ed. Monitor, Paris, 1991
7. Philip Jodidio, Architecture Now !, Taschen, 2001, 2005
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