



Course Syllabus

1. Course Title:

Territory Branding

2. Academic Level:

Master

3. ECTS Credits:

5 ECTS

4. Semester:

3, Autumn semester

5. School/Department:

Academy of Architecture and Fine Arts

6. Location:

75/78, Maxim Gorky Street, Rostov-on-Don

7. Instructor:

Professor Julia Gorgorova email: ygorgorova@sfedu.ru

8. Language of Instruction:

English

9. Course Description:

Students will learn how to correctly place and design public buildings and structures taking into account the surrounding development; to form knowledge about modern foreign and domestic trends in the placement of public facilities in the current urban environment; develop analytical modeling skills.

10. Course Aims:

At the acquisition of knowledge by students on the design of the urban environment based on the brand of the city, the development of socio-economic programs and projects using the potential of its brand.

11. Specific entry requirements (if any):

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12. Course Content:

Module 1. City brand concept and promotion
Module 2. Factors influencing the uniqueness of the city brand
Module 3. Architectural design based on the city brand

13. Intended Learning Outcomes:

Students will demonstrate note-taking skills and analyse the existing literature on the subject, applying critical and theoretical approaches

14. Learning and Teaching Methods:

lecture, seminar

15. Methods of Assessment/Final assessment information:

Pass/fail examination

16. Reading List:

n/a