

# International Polytechnic Summer School "City branding"

Peter the Great St. Petersburg Polytechnic University

Degree or qualification is awarded: **Internationally Recognized SPbPU Certificate with list of completed courses, grades and ECTS**

Language of study: **English**

Mode of study: **full-time, distance learning**

Duration: **2 weeks**

Availability of free education: **no**

Price: **270-510 Euro**

Programme webpage at the university website: [https://summerschool.spbstu.ru/programs/city\\_branding/](https://summerschool.spbstu.ru/programs/city_branding/)

Programme curator: **Department of International Educational Programs**

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July 5 - July 16, 2021

The course "City Branding" is designed to provide students with practical introduction to such a topical phenomenon as branding of areas, cities and regions. The course covers a comprehensive and integrated review of existing projects in city, urban, regional and global branding; branding of tourist destinations in different countries of the world. The emphasis is put on Russian experience. Within the module you will gain the knowledge about Russian culture, traditions and identity. You will get the closer look at Saint Petersburg in the context of Russian culture, examine the best practices in territorial branding implementations.

The training course will be held in the format of scientific-practical discourse as close as possible to the realities of today's international competition. Lectures, seminars and business games are to cover the most important and challenging issues of city branding in different regions. During academic studies you will explore the architecture and attributes of the territorial brands, get acquainted with the main tools, approaches and strategies of regional branding, urban environment and the stages of territorial brands development and rebranding. And thematic virtual excursions and academic sessions will colour up the routine and make this study efficient and unforgettable.

Duration: 2 weeks

Participation fee:

Online format: 270 eur

On-site format: 510 eur

Participation fee includes tuition fee, study materials, field trips (for on-site format) and cultural program.

Cultural program

Socio-cultural program of extracurricular activities and networking events are included\*:

Online format:

- - Online Pub Quiz;

- - Online Interactive Tour to SPbPU Museum;
- - Online broadcasting of excursion to the Hermitage museum;

On-site format:

- - Boat city tour for students to get acquainted with the beauty of the city;
- - Excursion to the Hermitage, one of the world's largest and oldest museums of fine art;
- - Pub Quiz in the city center of St. Petersburg;
- - Excursion to Pushkin, former tzar summer residence famous for its palace and park ensemble. Students will visit the outstanding Catherine Palace with glorious Amber room (optional, for extra price);
- - Excursion to Peterhof palace-ensemble with picturesque gardens, a countless number of fountains and giant golden statues (optional, for extra price)

\*All of the listed above activities are planned to take place but in case any of those will have to be cancelled, an alternative event will be offered to participants.

Deadline for registration

Online format: June 21, 2021

On-site format:

- for EU- or visa-free countries nationals: June 07, 2021
- for non-EU nationals: April 26, 2021

## **Specializations within this programme**