

Geo-branding

Immanuel Kant Baltic Federal University

Language of study: **Russian**

Mode of study: **full-time**

Duration: **2 years**

Availability of free education: **no**

Price: **2 300 USD per year**

Geo-branding combines marketing and urbanism as the main tools to help integrating the economic, social, cultural and political aspects of territory management. During the course of study, you will master the tools required to create an attractive public image of the territory and learn how to convey the idea of the uniqueness of any region to the general public. Having mastered the practical application of the mechanisms of formation and development of territory branding and territorial marketing, you will be able to successfully conquer foreign markets, attract investors, tourists and new residents to the desired region.

Specializations within this programme

What will I study?

- Branding in advertising and public relations practices
- Culture and historical heritage as a component of the geo-brand
- Geo-branding in mass-media
- Multimedia and Internet technologies in geo-branding;
- Creative studios