

## Liverpool John Moores University

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Title: Re-imagining Cities: using cultural policy & place marketing  
Status: Definitive  
Code: **7002MCCC** (120507)  
Version Start Date: 01-08-2021  
Owning School/Faculty: Liverpool Screen School  
Teaching School/Faculty: Liverpool Screen School

Team	Leader
Jan Brown	Y
Gerwyn Jones	

**Academic Level:** FHEQ7      **Credit Value:** 30      **Total Delivered Hours:** 48  
**Total Learning Hours:** 300      **Private Study:** 252

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	24
Tutorial	12
Workshop	12

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS2	Essay	80	
Reflection	AS1	Individual reflection piece	20	

### Aims

*The aim of the module is for students to gain a detailed understanding and critical engagement with:*

- *the different ways in which cities are re-imagined and re-imaged, by whom and to*

*what ends.*

- *good practice in how cultural policy and projects have contributed to re-imagining and regenerating cities and the consequent policy issues, choices and dilemmas.*
- *the breadth of global formal and informal representations of cities from the perspective of various actors.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Exercise critical reading, reasoning and essay writing skills.
- 2 Critically evaluate the role and contribution of cultural planning and projects to re-imagining cities and the positive and more problematic aspects of such relationships.
- 3 Critically analyse a wide range of theoretical conceptualisations of place marketing and branding and apply relevant constructs to specific case studies.

## **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Essay	1	3
Reflection	2	

## **Outline Syllabus**

1. *Re-imagining and re-imaging: exploring meanings, manifestations, agents.*
2. *Exploring different ways in cultural policy has contributed to re-imagining cities and urban regeneration using case study examples from European cities:*
  - *'Flagship' cultural attractions, districts*
  - *Promoting creative industries*
  - *Festivals and events*
  - *Public art/animation*
  - *Conservation and heritage*
  - *Leadership & governance*
3. *City and Place Marketing and Branding:*
  - *Growing acceptance of global brand culture*
  - *Theoretical development*
  - *Global case studies*
  - *Citizen participation*
  - *Cities seen as a service system*
  - *Consumption sites in cities*

## **Learning Activities**

A lecture and workshop series will provide students with a grounding in the subject matter to enable them to explore key issues in further depth in essays.

Students will be expected to conduct independent reading and study to enable them to raise questions at the end of the lectures and to contribute to discussions in seminars/workshops.

Students will gain feedback on their developing skills by using a series of formative assessments throughout the module. These formative assessments will include short case studies, critical debates and short answer questions.

## **Notes**

In their growing attempts to improve urban competitiveness and attractiveness city actors have increasingly resorted to a variety of re-imagining and re-imaging strategies and techniques. This module begins by discussing how urban images and identities are constructed/reconstructed, by whom and for what purpose? It distinguishes re-imagining cities in physical, marketing and social, economic and political terms. It has two substantive components. The first part critically examines how cultural policy fits within broader strategies for re-imagining cities, the effectiveness of different approaches and related issues such as whether artistic integrity and authenticity and maintaining local distinctiveness are compatible with urban managerialism.

In the second part an in-depth analysis will be undertaken into the how various city actors have represented cities both formally and informally in the past, present and potentially in the future. Concepts such as city marketing, place identity, place brand and branding and city service systems will be explored in depth and the increasing importance of digital place to cities investigated. Case studies from a wide range of cities will be used to identify the multiple expressions of urban imagining and imaging globally.