

Center for professional education
E-Learning Solutions in Economic Development

Certificate Program
TERRITORIAL MARKETING
Learning objectives



Economic development is not just about numbers, rate of economic growth and jobs.

Economic development is all about translating economic growth into a quality of life.

Prepare yourself for exciting journey with our e-learning programs.

To become a good economic developer, you will need to learn how to think and dream
BIG!

Objective 1: Understand the importance of marketing & business attraction for community competitiveness in today's globalized world

Objective 2: Learn how to profile the industry you will target to attract to your region

Objective 3: Learn how to conduct market intelligence for positioning your community before designing your marketing plan

Objective 4: Learn how to build a community brand and marketing plan based on your community vision for economic growth

Objective 5: Understand the landscape and specifics of community marketing in digital era

Objective 6: Learn about instruments for improving community attractiveness and how to integrate them with your marketing efforts

Objective 7: Design Community Branding Campaign

Objective 8: Design Community Marketing Plan



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