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Territorial marketing and brand building of city: the meaning and definition of marketing?

Marketing is a social and managerial process by which individuals and groups get what they need and want through creating, offering and exchange with other individuals and groups of products with value Kotler (1994). It is therefore the provision of relevant goods and services to the right people in the right places at the right time, at the right price and by appropriate means of communication. In accordance with the concept of social marketing, the key to achieving the goals of the organization is to understand the needs and wishes of target markets and to ensure the desired level of satisfaction in a more efficient and effective than competitors, while maintaining or increasing the well-being of consumers and society. So defined marketing concept refers not only to market participants and the needs of the consumer, but also draws attention to the public interest and thus can increase the range of marketing activities and extend them, among others, institutions and non-profit organizations and various levels of territorial units. The management process through

which goods and services move from concept to the customer. It includes the coordination of four elements:

1. identification, selection and development of a **product**;
2. determination of its **price**,
3. selection of a distribution channel to reach the customer's **place**, and
4. development and implementation of a **promotional strategy**.

The meaning of contemporary social marketing lies in the fact that the organization should identify and meet the needs of consumers in a way that also contribute to general social good. Marketing satisfies these needs and wants through the development of exchange processes and the building of long-term relationships. This requires balancing the three elements of the marketing policy: profit organizations, meet customer requirements and to meet the public interest. Such an approach created the foundations for social marketing area called territorial marketing. Stimulation to the process of development of marketing concepts, also in the regional aspect has become ubiquitous in today's world phenomenon competition. Under the rapidly developing market economy it emerged the phenomenon of competing cities in the development process as a consequence of the increasing spatial mobility of capital resources. In this way marketing space appeared as a further step of transferring the management concept developed in the private sector to the public sector. The first attempts to adapt these procedures for the use of marketing took place in the late eighties of the XX century. Different authors use very differing terms as "municipal marketing", "marketing of the territory", "marketing area", "urban marketing", "marketing local community", and "marketing public services".

1. Territorial Marketing

Territorial marketing is a policy for the development of territory, which integrate actions for improving the key assets of that particular territory with planned communication initiatives to enhance the territory with new resources to attract investments or potential tourist to attract investments or potential tourist (external territorial). Territorial Marketing is a set of coordinated activities of local, regional or national, aiming to create exchange processes, and impact by identifying and meeting the needs of formation and desires of residents. The starting point is the belief that the general principles of marketing are the same for goods and services and that the concepts tested in the management of the company can be translated and successfully applied in the public sector, in the sphere of management of the local community. Territorial

marketing entities are bodies of local government, utilities, private companies acting on behalf of local authorities or a specially appointed institutions (agencies, associations) pursuing on behalf of the local government public services to residents. The subject of the services are different administrations. The overall objective of local government is to protect the living conditions of inhabitants and meet the needs of the local community. The marketing concept of the functioning of the territorial administrative units is to treat entities located in the internal market as a specific type of customers, which should be sought. The marketing approach is essential to accurately identify the needs of target segments and adapting territorial marketing offers to them. The territory is defined as the area with the specified parameters of social, geographic, demographic, political, communications, legal, technical, and economic. This can be both village and city, but also a country, region, or street. The concept of marketing space becomes more complex in proportion to the increase in the value offered and the number of larger problems to solve. However, it allows improving the competitiveness of a city in comparison to other urban centers. In practice marketing activities within a particular territorial unit are designed to influence opinions and ways of behaving internal and external entities, by shaping the appropriate set of measures and instruments. A carefully matched set of instruments of territorial marketing is to encourage companies to invest in the site. The concept of the product in the case of territorial marketing includes the climate, the nature of the position, human resources, transport and organizational capabilities as the political system and its stabilization. An important role is played by the synergy effect or process interactions. Local synergy that results in territorial units substantially reduces the cost of operation of the entities in a given area due to the concentration of people, resources, capital and the interaction between them.

2. Urban Marketing

When the territory in question is the city, we use the term urban marketing. Urban marketing is an indispensable element within the strategies for economic development of the cities, contributing to the overall vision of the strategy. This helps cities to accomplish many objectives (attracting new national or international companies, consolidate industrial infrastructure, developing tourism, diversifying and improving transport and health services), while they have to maintain a certain level or to cut off public expenses, and to face the harsh competition to attract new investors. The biggest challenges for urban marketing are changes

occurred in market structure and dynamics, which exceed the response capacity of the cities. Urban marketing is a set of techniques and methods of actions which serve to:

- creating the image of the city, based on measures aimed at the quality of urban space,
- the creation of urban products,
- understanding needs and consumer demand for specific urban products,
- simulation needs for specific urban products,
- encouraging may efficiently respond to them (through promotional activities).

Urban marketing is a tool to manage the city in such a way, that anticipates and satisfies needs of customers in exchange for benefits for the city. Marketing of the city can be defined as a system that allows the activity of beneficial exchange of goods in the city and its surroundings, in order to meet the needs of residents. The concept of “good city” includes a broad tangible and intangible assets related to the operation and development of the city, such as: utilities, tourist attractiveness, the value of the natural environment, the ideas, the possibility of intellectual development etc. “(Markowski, 1998).

From the perspective directions of municipal marketing activities are divided into internal and external. Internal marketing is a reference to the management and administration - a political subsystem city. This action is aimed at strengthening the endogenous potential of the city. In contrast, external marketing resource management concerns of the city. Its aim is to promote the same potential of the city outside, which means attracting potential investors, students, tourists and other recipients of services and users. With the above considerations cannot forget that the basis of marketing is a system of information about the city and, therefore, an organization that system is a priority task of the local government. This information should include: strategy for economic development and for the town, a list of properties for business development, investment opportunities in the field of business, the possibility of cooperation with companies operating in the city, local demand, external markets, and access to credit, tariff system and fees for municipal services.

3. A set of urban marketing instruments

Urban marketing is based on a similar arsenal of resources and tools that are used in the “classical” marketing. Marketing Mix is a set of instruments impact on the market in order to achieve the planned targets

of marketing, tailored to the specific needs of buyers. Marketing Mix form 4 groups of instruments:

Product - offered material good or service that is intended to meet the needs of the consumer. For the purposes of goods and urban values, as a matter of urban marketing is characterized by low elasticity, i.e. Susceptibility to change. The concept is very broad and includes the difficult to measure values such as: climate, location, environment, human resources, transportation

Price - the amount charged prices (the value at which the product is mentioned) and conditions of sale (concluding the contract), e.g. Tax benefits, additional fees, as well as the issue of the city from an economic point of view. This value is determined based on the income base of the city, which means the ability to generate revenue budget. A good city should be treated differently than ordinary commercial good, because they have their specific and complex price, which is affected by such factors as political power, preferences of local governments to encourage certain investment groups, social reasons, etc.

Distribution - a way to deliver the product to the consumer. Urban distribution of products has to do with the location of activities in space, and with internal and external accessibility of the city. The intrinsic value is determined by the planning and the efficiency of communication systems. These in turn are the basic instruments of shaping the level of costs in overcoming resistance to external benefits generated by the city.

Promotion - organization communication system with the environment. Promotion of urban goods in external markets, creating a positive and attractive image of the city clients. This promotion should take account of environmental values, culture and science, and not be limited to purely economic aspects.

Therefore, urban marketing, in order to create the identity and the promotion of town image, use activities of the operative marketing mix. This elements contribute to the creation of a town's brand and this represents one of the grounds for obtaining the success of the development strategy from the marketing perspective. The management of urban marketing is based on assumption, that the image will be created according to the desired and conveyed town identity. For the classical elements of marketing - mix (product, price, distribution, promotion) are sometimes added the fifth element, which consists of officials providing administrative services and elements associated with the implemented policy of the authorities.

4. City as a product

In order to determine the market availability of a specific product can be applied products division of the city as a whole, and support - including the specific services available at this site. However, the direct object (product) to promote the city is the image of the town, which is based on "characteristics of the area, identified and deposited according to the desired proportions in the image of the city, according to the user's subjective feelings of urban space and its development" (Czornik, 1997). In other words, it is a specific set of values of the city, having to make up to receive the benefits of local resources, which may be relevant facts from the history of the city and its surroundings, its importance in the country and the world, celebrities living or derived from the city, the culture and tradition of the local community, the current position of the city to neighboring towns, the special attractions of the city, its monuments, natural values, or industrial heritage. In relation to the city is sometimes used even "stronger" names: mega-product: conglomerate linked and structured forms of products, such material and intangible, that are available in the city for all its users, and their consumption, which always relates to the place, you'll receive additional benefits. With those considerations that distinguish among elements of mega-product: image of the city, the local climate, business climate, the ability to self-organize and create links between different actors, communication system, as well as the capabilities and quality of both spatial planning and economic development. This means that city as a mega-product could be understand as the benefits of agglomeration, which is the balance of positive and negative externalities" (Markowski, 1998). The actual value of this "mega-product" depends on an assessment of the client, which is the criterion for determining the position of the product (the city's offer) on the market.

The basic principles in determining the price of the product in this case are:

- maximize revenue - the implementation level plans of local authorities;
- achieve and maintain the desired market share;
- construction of 'image - maintenance of the city's image
- competitiveness - the original offer of the City;

However, the actual value of the city is not quite the estimated size of both in terms of price and benefits provided by the complex services assigned to valued elements of the offer. Assuming that among regions and cities there is competition, there is a market of very specific products

(town offer related to space, real estate, services and infrastructure). With the above assumption, remember that with the increase in the city is increasing the complexity of its product, closely associated with the local synergy.

As a result, it produces a new quality, which becomes the nucleus of mega-product. Transactions that occur between customers of this mega-product, that the city and its suppliers, reimbursement, as well as profit manifesting in the development of the city and an increase in welfare of its people, are complex, multi-threaded, and above all indirect and often irrational (for example, political capital). An important role is also played by intellectual sphere. With respect to smaller cities, this offer is much simpler structurally. Hence, often perceptions and prejudices linger investors based on stereotypes or developed under the influence of the media, and not having much in common with reality in today's rapidly changing world so. Media City has placed a new dimension issues of cultural space. By formulating a "cultural space" should be understood set of the following values: meanings, symbols, forms, events that are a source of spatial experience of the community and, therefore, form part of its culture. These values are a special type of capital that can be successfully used for urban revitalization. Note, however, that it is a special kind of capital and how to involve it in the urban regeneration strategies must be subject to special arrangements governing and adequately reflect the state of knowledge of the principles of the protection of cultural heritage. These values influence on her identity is a strong asset in making economic decisions and social, becoming at the same time a particular form of economic value. When considering the marketing aspect of government, the city should look at two levels of aggregation: the town as a whole - the specific and complex mega-product urban and assembly of products - including complex product whose consumption is associated with ancillary services. In the marketing strategies of consumer products play an important role life cycle analysis of the product. There is an analogy between the phases of development of the city, and the product life cycle. These phases are: urbanization - the central areas of population growth is faster her outdoor areas, suburbanization - the rate of population growth in areas outside the larger, de-urbanization - in areas of central and external followed by a decrease in population and re-urbanization - the share of the population in the central area in total population growth is initially due to inhibition of the rate of loss, then as a result of population growth in the area.

In general it can be assumed that the composition of marketing instruments towns, this municipal marketing - mix.

5. The price

The price is considered from the point of view of the city as a value, both as historical object and as an attractive workplace. The value of the city will be determined by its ability to generate revenue budget. However, good city to its complex price and why you need to treat them differently than ordinary commercial goods. The price level as an instrument for city marketing can be decided by the city authorities in order to diversify the cost of projects undertaken in the area of the city for different types of investors from outside. Nowadays, cities are the drivers of national economies. They house workforces and act as centers of international trade and investment. How a city develops socially, economically and environmentally dictates the advancement of nations and their citizens. Throughout the developing world, many cities are characterized by agrarian and low-value manufacturing economies, where the need for skilled labor and sophisticated infrastructure is minimal. Civic leaders, however, aspire to shift their cities' industrial bases towards sectors that sit higher in the value chain. For example, producing specialized manufactured goods or supporting professional services both generate significantly more income for businesses, city authorities and residents. In theory, cities that house high-value economic sectors should embrace social welfare and environmental stewardship, but this is not always the case. Challenges invariably remain. For example, many economically developing cities often struggle to accommodate the migrant workers they attract. Similarly, city authorities can be tempted by investment-driven initiatives that compromise the natural environment or overlook social interests. This can result in a city's livability and environmental quality deteriorating in the bid to become high-value. For example, in 2012, the New York City generated a gross metropolitan product (GMP) of over US\$1.33 trillion, while the Combined Statistical Area (Executive Office of the President - Office of Management and Budget, 2014) produced a GMP of over US\$1.55 trillion, both ranking first nationally by a wide margin and behind the GDP of only twelve nations and eleven nations, respectively (IHS Global Insight, The United States Conference of Mayors, and The Council on Metro Economies and the New American City. November 2013. pp. 9 through 18 in Appendix Tables. Retrieved July 29, 2014) The city's economy accounts for the majority of the economic activity in the states of New York and New Jersey. Moreover, The economy of New York

City is the largest regional economy in the United States. New York is distinctive for its high concentrations of advanced service sector firms in fields such as law, accountancy, banking and management consultancy, and is the top global center for the advertising industry, which is referred to as “Madison Avenue”; while Silicon Alley, for New York’s broad-spectrum high technology sphere, continues to expand. The financial, insurance, health care, and real estate industries form the basis of New York’s economy. The city is also the most important center for creative industries such as digital media, journalism and publishing. advertising, fashion, design and architecture.

7. Distribution

Distribution of the city associated with the distribution of activities in space of the availability of external and internal city. Hence the availability of the city is determined by the transport system and telecommunications. The intrinsic value of the distribution system decides spatial planning and the efficiency of communication systems. In order to attract new foreign and domestic investors are frequently used instruments shaping the flow channels relevant marketing streams. In the form of bands all kinds of people and institutions they allow the efficient flow of information on the territorial product, quotes, pricing, negotiation, promotion, etc. Channels of distribution can include the following persons or institutions:

- mayor, city president, Marshal of the province, the province governor;
- opinion leaders of the local community;
- politicians and parliamentarians;
- higher-level employees of local government and business;
- entrepreneurs;
- famous artists and scientists;
- journalists and media professionals;
- inhabitants;
- Municipalities;
- office promotion of cities and regions;
- financial institutions.

There are also many informal residents of promotional activities, carried out deliberately by ordinary citizens through contacts. Thanks to such practices town gets new citizens and raises capital, is visited by tourists and create new jobs. Public transport (is a shared passenger transport service which is available for use by the general public, as distinct from modes such as taxicab, carpooling or hired buses which are not shared

by strangers without private arrangement. Public transportation include city buses, trolleybuses, trams and passenger trains, rapid transit(metro/subways/undergrounds etc.) and ferries. Public transport between cities is dominated by airlines, coaches, and intercity rail. High-speed rail networks are being developed in many parts of the world. Most public transport runs to a scheduled timetable with the most frequent services running to a headway (e.g.: "every 5 minutes" as opposed to being scheduled for any specific time of the day). Share taxis offer on-demand services in many parts of the world, and some services will wait until the vehicle is full before it starts. Paratransit is sometimes used in areas of low-demand and for people who need a door-to-door service.

8. Promotion of the city

Promotion of the city involves the creation of its positive image, highlighting the advantages of location and advertising to its other advantages. In addition to the economic advantages of advertising promotion should include the values of the environment, culture, science and the attitude of local community organizations. Urban promotion - mix consists of tools such as:

- advertising (TV, radio, press, cinema, publishing, etc.).
- public relations and publicity (propaganda municipal);
- sales promotion;
- personal sales;

Selection of the appropriate instrument depends on the promotion and financial capabilities. Besides being closely linked to the characteristics of the product itself, the reach of the market, which is planned to acquire, competitive activities, like. Advertising is an important instrument to promote the city as it is aimed at attracting buyers offer to acquire financial and intangible benefits for the region. In addition it affects the citizens, convincing them to action the city authorities principal object of public relations image of the city is propagated outward and inward. Publicity, which is the whole opinion about the city, is created by the city and its inhabitants. In the process of promoting the city to use sales promotions boils down mainly to target offers to individual customers, including tourists who usually come to town for a short period of time and enjoy all the benefits offered to them counting on an additional form of entertainment and fun. Personal sales in the process of promoting the city takes the form of individual contacts entity (the city) with potential buyers offer, or a public speeches by representatives of the city authorities helping influence the opinions of the local community. The

promotion instruments can contribute to the successful achievement of the objectives, consistent with the strategic intentions of the leaders of the promotion. The basic promotional materials include folders city, business guides for investors and entrepreneurs; directory listings for land use (for investors); directory listings of local businesses with the proposals of cooperation (for entrepreneurs). Units of territorial administration take a variety of promotional activities. The aim is usually to increase interest in a unit of territorial administration or maintaining an attractive image on the outside, present marketing product of a territorial unit, in order to encourage potential investors, tourists and other target groups to take advantage of the offer. The authorities of the district usually carried out promotional activities in the event of a significant proportion of vacant land or buildings, and because of high unemployment. The promotional campaign can be directed to the inside or outside of a territorial unit. The campaign addressed to the inside is normally used to increase the sense of their own identity, informed about the measures implemented programs and the plans, shaping public opinion, it is aimed at obtaining acceptance and favor for the actions undertaken by the relevant territorial unit. In contrast, a promotional campaign directed to the outside is generally used building and maintaining a positive image of a territorial unit, providing information and disseminating knowledge about it and the necessary dialogue with selected target groups, stimulate interest and attract potential investors and tourists. Every promotional campaign needs to be well planned and professionally implemented using appropriate methods and instruments of promotion. Due to the fact that not all municipalities are able to independently develop a promotional campaign and not all can afford it, the only solution is cooperation of several municipalities or counties to conduct the campaign. In some areas, such as. Tourism campaign only larger area can bring the expected results. Because only a few large cities and it is very attractive to tourists are able to attract tourists and can decide to self-promotional campaign.

Promotion can be carried out in many different ways and using various instruments. Among the promotional activities can be distinguished: promote the city as a whole - as a specific good; promote individual spheres of functioning of a territorial unit, for example. cultural services, health care, tourism values and promotion of economic, including investment offers. The aim of territorial marketing promotion is to draw attention to the characteristics peculiar to a particular administrative unit. Generally, there are three functions the promotion of an informative

function approach to provide current and potential buyers of goods and services necessary information about the organization, its activities or generated by the organization goods and services, stimulating the function whose aim is to influence certain behavior of buyers or to call the desired attitudes and a function involving the creation of a competitive set of instruments of non-price competition in the market. It involves selecting attractive promotion instruments that have the clout and the interference promotional programs broadcast by the competition.

9. The image of the City

The primary objective of the promotion is to design and create a positive image (image) of the organization. By shaping their own image of the unit of local government can influence how it is perceived by the environment. Positive, consistent and outstanding image is a value, strength of the unit. For this reason, it is necessary to continuous and active work on its creating. According to Ph. Kotler image is the sum of beliefs, experiences, thoughts, perceptions and emotions or a group of people on an object (product, company, location). So the image of a place is the image of a territorial unit in the eyes of others. The image of public administration can be: positive, neutral or negative. Territorial administration unit having a positive image achieves a better position in the market. It has a better chance to attract capital and create new jobs, and this in turn contributes to its development. It is well known that much easier to promote a territorial unit having a positive image and a rapidly acting, than the individual weak, with serious problems and established negative image. Fixed by tradition image is difficult to change. But it is not impossible. Even a weak individuals well-planned and executed promotional campaign can help forge a new attractive image. Image of the city is "immaterial, enshrined in the collective culture, stereotypical knowledge and perception of the place or city. At the same time, we realize how difficult it is to change once encoded image of the city. This means that the marketing strategy based on the concept development and promotion of mega-product should be a long-term strategy and supported by other specialized strategies to promote urban products. (Markowski, 1998). Nowadays, when necessity and the fact has become a competition between cities in the process of obtaining not only investors, but also supporters of urban policy and the educated, young and involved in local issues people - an essential element of the marketing strategy is to create a positive image of the city. An important role in this process is the ability to expose and interpret cultural values. Elements of the cultural identities have their roots in the

tradition of shape "the poetics of space", created by the uniqueness of spatial forms of the site, as well as through the atmosphere produced by locals and regulars data interiors and space, by forms of activity that are in it and make the whole experience. what they produce in the recipient. All of these elements are components of the product design process and at the same time the city becomes subject to interpretation of marketing.

10. The strategic urban planning

The term "strategic urban planning " should be understood as a concept of intentional and systematic control of long-term development of the city. On its basis will then clarified detailed implementation programs in the field of social care, housing, technical and social infrastructure and environmental protection. The general objectives of strategic urban planning (SUP) include clarifying which city model is desired and working towards that goal, coordinating public and private efforts, channeling energy, adapting to new circumstances and improving the living conditions of the citizens affected. Fifteen years of practice proved to be enough time for the technique to spread and for the first "Meeting of American and European cities for the Exchange of Experiences in Strategic Planning" to be organized. Institutions sponsoring the meeting, held in Barcelona in 1993, included the Inter-American Development Bank, the European Community Commission and the Iberoamerican Cooperation Institute. The cities of Amsterdam, Lisbon, Lille, Barcelona, Toronto and Santiago de Chile participated, among others. At that meeting it was demonstrated, along with other relevant aspects, that if cooperative processes are used in large cities in order to carry out strategic planning processes, and if a reasonable degree of comprehension is reached between the administration, businesses and an ample representation of social agents, organizational synergies will develop that will eventually improve resource management and citizens' quality of life.

Another very good example of successful strategic urban planning is Krakow Development Strategy. On 20 October 1999, according to Resolution No. XXXIII / 235/99 of the City Council, City Development Strategy was prepared. Krakow Development Strategy consists of determining the plans of the city ie. The Mission City and the main development objectives for which the city is heading and medium term action plan describing the objectives and directions of activities broken down into areas of programming related to the different aspects of the functioning of the city. The mission was applied for the city is: "Strengthening metropolitan functions of Krakow as a European center

of culture, art, science, tourism, services and modern industry and, based on these strengths to create conditions for the continuous improvement of quality of life." The specific objectives are:

- The preservation of heritage and cultural identity - *genius loci*,
- Strengthening the traditional functions of Krakow as a center of culture, art, science, and to enrich it by other modern forms of intellectual and artistic life (congresses, festivals, art fairs) of international importance and the creation of institutional and financial conditions in these areas.
- Continued development of the society actively creating and participating in the culture,
- Cultural education of children and youth,
- Protection of the unique capital of Krakow through restoration and proper placement of the whole historic urban layout of the city, as well as skillful framing and composing with regard to the facilities expansion Fortress Krakow, the old Kazimierz, the urban Nowa Huta and greenery of the Planty,
- Supplementing the loopholes in the protection of monuments by municipal law,
- Partial relief historical center of Krakow with urban functions and creating new ones.

These objectives are to be achieved by:

- Changing forms of management existing programs and cultural institutions,
- Launch and adoption to the implementation of major cultural projects, also of international importance.
- The effective protection and development of the potential of the cultural landscape as part of its promotion,
- Revitalization of historic downtown areas of concern to give them a new, refined quality while preserving cultural identity,
- Promotion of culture through adequate for the needs of the distribution of cultural institutions in Krakow,
- Improving the state educational institutions - education
- Continuation of the commenced enhance an urban,
- Reduction of environmental pollution as a factor affecting so on health and the lives of citizens, as well as its historic architecture.

It was developed long-term financial plan - investment, and its point of departure was a duty to take account of such projects, the implementation of which will have a major impact on the creation of city development.

As part of the investment program City wishes to be actively involved in raising funds before the accession of the European Union (ISPA program funds PHARE, regional, structural) for tasks resulting from the City Development Strategy. It is planned to attracting private investors to co-finance public investments. Consistent implementation of the investments referred to long-term plan is to become a tool for achieving goals such as:

- Development of Krakow as an important center of banking, financial and consulting
- Development of high technologies and science by promoting the construction of a technology park - Technical Centre Delphi and technological parks Jagiellonian University, Cracow University of Technology and Steelworks. T. Sendzimir;
- Creating an image of the region of Krakow as a friendly, dynamic and partnership the regional center, where foreign investors support the branches desirable for the City;
- Creating a positive image of Krakow and the region's tourist markets through the promotion of tourism Krakow on international markets, promotion of tourism investment and the development of transport connections (Fast and the Integrated Public Transport System, Krakow Communication Center, the Concert Centre - Congress);
- Development of tourist infrastructure and activation of tourism off- season, and hence the creation of new jobs.

To sum up, territorial marketing is nowadays a key factor of successful development of a specific territory, its inhabitants and its local government. From the managerial point of view, one can say, that local territory should be treated as a brand. In particular, city should be treated as a brand. Urban marketing represents the best solution for implementing programs of urban development, because it helps identifying a town's problems and opportunities, sets the objectives and urban strategies, identifies the factors and the institutions involved and conceives the best methods of implementation (Mărunțelu, 2010, p. 23).

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Abstracts

ANDRZEJ MIRSKI. **Marketing terytorialny i budowa marki miasta: znaczenia i definicje marketingu?** *Artykuł poświęcony jest uzasadnieniu praktycznego zastosowania nowego obszaru marketingu - marketingu terytorialnego. Przedstawiono jego elementy, komponenty, metody realizacji. Omówiono kwestię marki miasta, jak również zasady i technologii, w oparciu o które można ją zbudować. Słowa kluczowe: marketing terytorialny, branding, marka miasta, zasady marketingu, zasady brandingu, nowoczesne technologii budowania marki.*

АНДЖЕЙ МИРСКИ. **Територіальний маркетинг і побудова бренду міста: значення і дефініції маркетингу?** *Статтю присвячено питанням обґрунтування та практиці ілюстрації нового напрямку в маркетингу – територіального маркетингу. Представлені його елементи, компоненти, методика реалізації. У статті дискутується питання про брендинг міста, а також - принципи і технології, на основі яких він може бути здійснений. Ключові слова: територіальний маркетинг, брендинг, бренд міста, принципи маркетингу, принципи брендингу, сучасні технології побудови бренду.*

АНДЖЕЙ МИРСКИ. **Территориальный маркетинг и построение бренда города: значение и дефиниции маркетинга?** *Статья посвящена вопросам обоснования и практике иллюстрации нового направления в маркетинге – территориальном маркетинге. Представлены его элементы, компоненты, методика реализации. В статье дискутируется вопрос о брендинге города, а также о принципах и технологиях, на основе которых он может быть осуществлен. Ключевые слова: территориальный маркетинг, брендинг, бренд города, принципы маркетинга, принципы брендинга, современные технологии построения бренда.*

ANDRZEJ MIRSKI. **Territorial marketing and brand building of city: the meaning and definition of marketing?** *The article is devoted to education and practice illustrate a new trend in marketing - the territorial marketing. Presents its elements, components, methods of implementation. This article is discussed the issue of city branding and takozh on the principles and technologies, based on which it can be done. Key words: territorial marketing, branding, the brand of the city, the principles of marketing, branding principles, modern technology brand building.*