STATUS OF URBAN MARKETING AND PROSPECTS

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Abstract: Urban marketing is a discipline that takes off for thirty years. Despite the lack of academic studies, it is now possible to establish a conceptual premise of this discipline in order to understand the directions for future research. This is an opportunity to bring an analytical look at the evolution of the various existing practices; I note the passing of a communicational urban marketing towards a strategic city marketing where postmodernist influences take shape through a theatrical spaces and a massive recourse to the concept of territorial brand. I propose an approach by the literature, and define the concept of urban marketing to understand its role in territorial management approaches.

Key words: Urban marketing, city branding, territorial brand strategy, territorial management.