



FACULTY-LED  
STUDY ABROAD

## KIIS Netherlands Program, Summer 2023

### PR 415 Urban Planning and Branding in the Netherlands

**Instructor:** Greg De Blasio

**Email:** [deblasiog1@nku.edu](mailto:deblasiog1@nku.edu)

**Instructor's office hours:** on site and by appointment

*Syllabus subject to change*

**1. Course Description:** This course enables students to experience first-hand how Amsterdam, Rotterdam, and other Dutch cities communicate a sense of place and brand. Media, transportation, and financial networks in cities present challenge to communicate the ever-changing nature of place. The work often falls to urban planners and public relations professionals. Course materials and site visits will encourage the study and creation of public relations and brand-building concepts and activities.

### 2. Overall KIIS Program Student Learning Outcomes:

KIIS Study Abroad Mission Statement:

KIIS provides high-quality education abroad programs for students from all diverse backgrounds that promote deep international learning, are integrated into the curriculum, and encourage critical and creative thinking. Our goal is to help students understand the wider world and develop personal and professional skills for lifelong enrichment. We strive to go beyond generalizations and cultural stereotypes to help foster a nuanced appreciation of the world in which we live.

Students participating on KIIS study abroad programs aim to:

- 1) Understand contemporary issues of their host country/countries (i.e. KIIS program location).
- 2) Develop skills to interact comfortably in a global setting.
- 3) Understand other cultures.

Prior to your KIIS study abroad program, and again at the conclusion of your program, KIIS will ask each student to a) answer a few multiple-choice questions, and b) write a short reflective essay (two paragraphs in length) related to the elements detailed above. There is no right or wrong answer, and your responses will not affect your grade in any way. The purpose of the exercise is to help KIIS measure the effectiveness of its study abroad programs.

### 3. Course Objectives and Specific Learning Outcomes:

- **Design and apply urban planning and public relations activities for specific locations and communication issues as evidenced by the completion of class assignments and projects**

- Form and apply conceptions of urban environments that extend beyond geographical and physical dimensions as evidenced by the positioning of social and networked infrastructures with promotional activities
- Recognize the significance of brand assets as evidenced by case study reporting pertinent to site visits and specific city locations

#### 4. Major Topics covered in the Course:

- Characteristics of urban environments and their influence on human behaviors
- Branding theories related to place
- Public relations concepts and activities that sustain identity and brand
- Dutch cities as exemplars in a globalized and networked world
- Environmental and social justice policies and their influence on place brand

NOTE: Number 5 deleted—n/a

#### 6. Required Readings and Materials:

Dinnie, K. (2011). *City branding: theory and cases*. New York: Palgrave Macmillan.

Govers, R. (2018). *Imaginative communities: admired cities, regions, and countries*. Antwerp: Reputo Press.

Roggeveen, D., Hulshof, M., and Arnold, F. (2020). *The Amsterdam Agenda: 12 good ideas for the future of cities*. Rotterdam: NAI010 Publishers.

#### 7. Graded Assignments:

Report #1—Urban Planning Issues and Actions	@20%
Report #2—The Cultural Influences that Inform Place Identity and Direction Toward Brand	@20%
Report #3—Media and Other Infrastructures in the Cities	@20%
Final Report—Identify a branding issue—problem or opportunity—related to a specific city and propose public relations activity to mitigate or support the situation	@30%
Participation—and timely delivery of all assignments	@10%

#### 8. Attendance Policy:

KIIS program participants are expected to be punctual to and in attendance at all classes, presentations, meetings and required excursions, and to remain with the program for the full academic period. Unexcused absences from classes and/or mandatory meetings will result in a lowering of the student's final grade, as will excessive tardiness. Multiple unexcused absences could result in expulsion from the program. Any absence from an academic class session must be excused for medical reasons.

#### 9. Disability Accommodation:

KIIS will make every reasonable effort to provide accommodations for program participants with special needs or disabilities, but we cannot guarantee that we will be able to do so. Be aware that many foreign countries do not have comprehensive legislation comparable to the Americans with Disabilities Act (ADA). As a result, businesses and other establishments operating in foreign countries may not be able to provide accommodations.

If you have a disability accommodation need, we recommend you contact your KIIS Campus Representative, <https://www.kiis.org/about-kiis/contact-us/campus-representatives/> early in your program selection process so that s/he has time to discuss any specific needs, including which KIIS programs may be best suited. You also are welcome to contact KIIS Assistant Director, Maria Canning, [maria.canning@wku.edu](mailto:maria.canning@wku.edu), to discuss your disability accommodation needs (e.g. housing, transportation, excursions, class schedule, etc.).

Immediately after acceptance, notify KIIS Assistant Director, Maria Canning, or KIIS Admissions and Enrollment Specialist, Haley McTaggart, [haley.mctaggart@wku.edu](mailto:haley.mctaggart@wku.edu), if you have a special need or disability that might require any form of accommodation abroad. Failure to notify KIIS may prevent you from participating on your KIIS program.

If you require any accommodations abroad, you must provide KIIS Assistant Director, Maria Canning, or KIIS Admissions and Enrollment Specialist, Haley McTaggart, an accommodation letter from your home campus' disability accommodation office that lists the accommodations you are eligible to receive. Please do not request accommodations directly from your KIIS Program Director or other KIIS Faculty; the KIIS Office will notify your KIIS Program Director and/or Faculty after we have received your above accommodation letter.

In some cases, you may need to make arrangements for a caregiver to join you on your KIIS program, should your physician, campus disability accommodation office, or KIIS make such a recommendation or require it.

#### **10. Title IX / Discrimination & Harassment:**

Recent attention to gender discrimination and sexual harassment at colleges and universities reminds us of the importance of adhering to standards of ethical and professional behavior. KIIS Study Abroad is committed to supporting and encouraging safe and equitable educational environments for our students, faculty, and program directors. Students, faculty, and program directors are required to be civil and treat each other with dignity and respect. As such, harassment and/or discrimination of any kind will not be permitted or tolerated.

Sexual misconduct (sexual harassment, sexual assault, and sexual/dating/domestic violence) and sex discrimination are violations of KIIS policies. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to a) KIIS Assistant Director, Maria Canning (+1-859-200-1000) or KIIS Executive Director, John Dizgun (+1-270-227-2288), b) WKU's Title IX Coordinator, Ena Demir (270-745-6867 / [ena.demir@wku.edu](mailto:ena.demir@wku.edu)) or WKU's Title IX Investigators, Michael Crowe (270-745-5429 / [michael.crowe@wku.edu](mailto:michael.crowe@wku.edu)) or Joshua Hayes (270-745-5121 / [joshua.hayes@wku.edu](mailto:joshua.hayes@wku.edu)). Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a KIIS program director and/or faculty member, KIIS program directors and faculty are considered "Responsible Employees" of Western Kentucky University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator.

If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center, <https://www.wku.edu/heretohelp/> at 270-745-3159.

For more information on KIIS Title IX, see <https://www.kiis.org/students/health-safety/title-ix-clery/>; additional Title IX resources can be found here

<https://www.wku.edu/eeo/titleixbrochure2020.pdf>.

Everyone should be able to participate on a KIIS program, attend a KIIS event, or work in a KIIS environment (e.g. KIIS office) without fear of sexual harassment or discrimination of any kind. Be respectful of each other.