



UNIVERSITY OF DEBRECEN



& DEBRECEN SUMMER SCHOOL

CITY BRANDING IN HUNGARY Local, Regional and European perspectives

21–28 July 2019
20 classes, 2 credits

Course Description:

As a series of twenty class units, the course is designed to explain the generic role played by cultural heritage in the construction of city brands in Central and Eastern Europe. Cultural heritage as a core element of policy making is a concept which emphasises the connection between history and contemporary identity of human groups. In the image making of cities, cultural heritage links their history to contemporary collective agencies. During the classes we'll examine the connection of the two elements in the case of Hungarian, Romanian and Ukrainian cities.

Major Topics:

- (1) The Concept of Cultural Heritage in Central and Eastern Europe;
- (2) Cultural Heritage and Multiculturalism;
- (3) The Role of History in City Branding;
- (4) European Capital of Culture, European Green Capital Award, European Capital of Sport, European Youth Capital;
- (5) Budapest – Bucharest – Kiev;
- (6) Pécs – Sibiu – Uzhhorod;
- (7) Cluj-Napoca – Debrecen – Lviv;
- (8) The Role of Heritage in the Visual Communication of City Brands.



Program Director:

DR. ANNA KESZEG, *Assistant Professor,*
Department of Communication and Media Studies

Structure of the Course:

- 2 blocks of classes (2 × 90 min) a day
- examination offered at the end of the course (ECTS credits)



Cultural Activities:

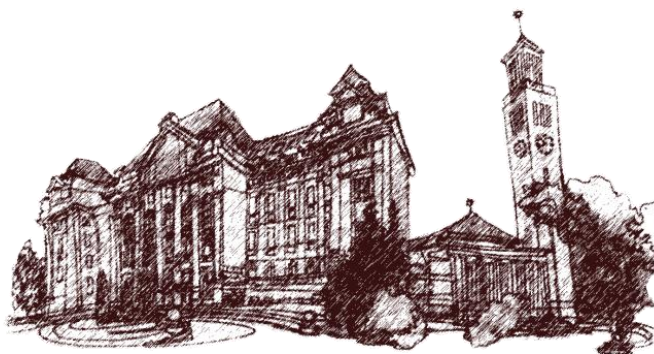
- opening ceremony
- guided tour in Debrecen
- excursion on Saturday
- Hungarian gastronomy and foodways
- folk dances and folk songs
- quiz

Leisure Activities:

- disco, karaoke night
- sports

EXTRA Program:

- Hungarian cuisine
- traditional handicrafts



Dates & Reminders:

- registration: 21 July (Sunday), 16:00–18:00
- course starts: 22 July (Monday)
- daily schedule: 9:00–10:30; 11:00–12:30
- tuition ends: 26 July (Friday)
- weekend excursion: 27 July (Saturday)
- check-out time: 28 July (Sunday), before 10:00

Accommodation and Meals:

- on-campus accommodation: Kossuth Lajos Dormitories (single or double rooms)
- upon request, we can book a room in a hotel (please contact the Summer School staff)
- full board (breakfast, lunch and dinner)

Application Deadline: 30 June 2019

To apply, please send us a completed application form with a photo and a proof of the advance payment of 70 EUR, which will be counted towards the tuition fee.

Please note that launching the course will require the registration of at least 10 participants.

Course Fees*:	1 week
Course fee (incl. tuition, cultural activities, leisure activities)	450 EUR
Advance payment on the course fee (non-refundable)	70 EUR
On-campus accommodation:	
single room (7 nights)	185 EUR
double room (7 nights)	130 EUR
Full board	120 EUR
EXTRA programs	10 EUR/program

* All bank charges must be paid by the remitter. (Our bank charges are 10 EUR if you pay in Euro).

Please read carefully the Useful Information section at our website before filling in your application form.