

**Organisation of Social, Corporate and Advertising
Events**

Code: 43079
ECTS Credits: 9

Degree	Type	Year	Semester
4313799 Management and Organisation of Event Tourism	OB	0	2

Contact

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Other comments on languages

Se valorará la introducción de alguna sesión en inglés de interés para el Máster

Use of Languages

Principal working language: spanish (spa)

Prerequisites

There are no prerequisites

Objectives and Contextualisation

1. Learn about the organization and scope of sporting events
2. Learn about the organization and scope of cultural events
3. Learn about the organization and scope of social events
4. Learn about the protocol in public and corporate events.
5. Learn about cultural activities at events. Creation and organization of social day

Competences

- Acquire teamwork and leadership capacities.
- Adapt to new situations, showing initiative in developing innovative and competitive strategies.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Manage the marketing of an event, taking into account the different methods for measuring return on investment in events.
- Plan and manage the different types of activities necessary in organising an event: design, commercialisation, production and evaluation.
- Recognise and interpret the role and competences of sponsors in order to analyse the structure of a sponsorship plan and its legal ramifications.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.

Learning Outcomes

1. Acquire teamwork and leadership capacities.
2. Adapt to new situations, showing initiative in developing innovative and competitive strategies.
3. Analyse the ceremonial elements of a public event.
4. Analyse the role and competence of sponsors.
5. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
6. Create a sporting candidature.
7. Design and enact the different phases of a corporate event.
8. Design organisational structures: workforce, organisation chart and volunteers.
9. Design the financing of a sporting event.
10. Develop a sponsorship marketing plan.
11. Identify and reach out to potential sponsors.
12. Identify the different types of public events and the elements involved in their organisation and in protocol.
13. Identify the services needed by sportsmen and women: accommodation, transport, catering, training and competition facilities, medical services, and courtesy services.
14. Judge the viability of sports initiatives.
15. Master the guiding principles and basic elements of protocol.
16. Plan a function that requires public protocol.
17. Research and review the law on public events and the use of public facilities.
18. Show expertise in sales and commercialisation processes during a social or corporate event.
19. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.

Content

1. Social events and work with volunteers
2. Musical events
3. Design and definition of proposals for the organization of bridal events I / II
4. Cultural events
5. Bids for sporting events
6. Plans for sporting events
7. Public and corporate protocol
8. Events and corporate communication II
9. Communication skills
10. Cultural activities in events. Social day I / II

Methodology

The teaching methodology combines teachers' lectures with the discussion and resolution of practical cases with students. Moreover, there are discussion sessions on topics which have been presented. The module evaluation exercise aims to set the knowledge developed during the Module.

1.-In-person

- Teacher's lectures
- Resolution / discussion of exercises and cases with students, in groups or individually
- Discussions among students on previously read or explained topics
- Tutoring sessions

2.- Outside the classroom work with tutored sessions

- Case studies to work outside the classroom
- Preparation of module evaluation exercise

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom	36	1.44	4, 3, 6, 9, 7, 15, 18, 10, 12, 13, 17, 8, 16, 14
Tutoring	15.5	0.62	2, 19, 5
Type: Supervised			
Attendance events/activities classroom	15	0.6	2, 4, 3, 7, 16, 19, 5, 1
Resolution directed activities	35.5	1.42	2, 19, 5, 1
Type: Autonomous			
Elaboration works	90	3.6	2, 4, 3, 18, 8, 5, 1

Assessment

To successfully complete the Module, attendance is mandatory to at least 80% of the lectures

Continuous evaluation (attendance, graded observations): 25%

Graded coursework (individual or in-group): 25%

Written tests / module evaluation test: 50%

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Discussions-Forums	40%	6	0.24	2, 4, 3, 6, 7, 10, 17, 16, 19, 5, 14, 1
Oral presentations	10%	7	0.28	2, 9, 18, 12, 13, 17, 8, 5, 14
Written module evaluation test	50%	20	0.8	2, 3, 7, 15, 18, 16, 19, 5, 11

Bibliography

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