

Events Marketing and Management

Code: 43076
ECTS Credits: 9

| Degree | Type | Year | Semester |
|--|------|------|----------|
| 4313799 Management and Organisation of Event Tourism | OB | 0 | 1 |

Contact

Name: María José Aguar Martínez

Email: mariajose.aguar@uab.cat

Use of Languages

Principal working language: spanish (spa)

Other comments on languages

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

Prerequisites

There are no prerequisites

Objectives and Contextualisation

1. Delve into the concepts and basic marketing tools applied to the organization of events
2. Analyze events as marketing and communication tools
3. Learn and apply the tools of economic management of events
4. Learn to prepare budgets, closing and balance of an event
- 5 Learn about civil liability coverage, contingencies and accidents related to the celebration of events
6. Analyze and learn about the role of sponsorship, the structure of a sponsorship plan and its legal considerations
- 7.- Learn the tools of analysis and application of the Return on Investment of an event

Competences

- Acquire teamwork and leadership capacities.
- Analyse and apply the leadership and communication skills needed to manage individuals and groups in one's charge, and those of organisational communication.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Design and plan communication and marketing actions for an event, taking into account the vision of the company commissioning it.
- Manage the marketing of an event, taking into account the different methods for measuring return on investment in events.
- Plan and organise venues and management interventions on the basis of critical analysis and synthesis.

- 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. Apply basic marketing strategies when organising an event: segmentation, targeting, positioning, differentiation and innovation.
3. Apply the tools of verbal and non-verbal communication.
4. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
5. Create marketing and online action plans.
6. Display leadership and managerial skills.
7. Master the application of Return on Investment (ROI) and Return on Objectives (ROO) and the use of their respective measurement techniques.
8. Master the techniques of sales communication.
9. Pay attention to one's own communication traits (eye contact, voice, bearing, etc.) in the commercialisation of an event.
10. Plan and organise venues and management interventions on the basis of critical analysis and synthesis.
11. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
12. Work independently to deploy tools for attracting visitors and converting business contacts into clients.

Content

1. Economic management I / II / III
2. Marketing techniques for events I / II
3. ROI and ROO
4. Insurance
5. Digital marketing I / II
6. Economic impact of events and analysis of the demand of business tourism
7. Sponsorship marketing plan I / II
8. Events and corporate communication

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

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

| Title | Hours | ECTS | Learning Outcomes |
|--|-------|------|--------------------|
| Type: Directed | | | |
| Classroom | 36 | 1.44 | 2, 3, 6, 11, 5, 9 |
| Type: Supervised | | | |
| Attendance events/activities classroom | 15 | 0.6 | 10, 7, 8, 11, 1 |
| Resolution directed activities | 35.5 | 1.42 | 2, 6, 8, 11, 4, 1 |
| Tutoring | 15.5 | 0.62 | 10, 3, 4, 9 |
| Type: Autonomous | | | |
| Elaboration works | 90 | 3.6 | 10, 2, 8, 11, 4, 5 |

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 | 8, 11, 4, 9 |
| Oral presentations | 10% | 7 | 0.28 | 10, 2, 3, 6, 5, 9, 1 |
| Written module evaluation test | 50% | 20 | 0.8 | 10, 2, 7, 12, 11, 4, 5 |

Bibliography

Caro, J. L.; Luque, A. y Zayas, B. (2015). Nuevas tecnologías para la interpretación y promoción de los recursos turísticos culturales. Pasos Revista de Turismo y Patrimonio cultural, 13(4), 931-945. Disponible en <https://goo.gl/Bc7SCQ>

Godin, Set (2011): La vaca púrpura. Gestión 2000. Barcelona

Dwyer, L., Forsyth, P. And Dwyer, W. (2010), "Tourism Economics and policy", Ed. Channel View Publications

Event Marketing Institute y Freeman XP (2015). The Viral Impact of Events: Extending & Amplifying Reach via Social Media. Disponible en <https://goo.gl/is32BM>

Fluvià, M., Rigall, R. i Saló, A. (2008), "Protocol d'avaluació de l'impacte econòmic d'esdeveniments i institucions culturals", Departament de Cultura, Generalitat de Catalunya

Handley, Ann: Everybody writes-To Guide to Creating Ridiculously Good Content (2014). New Jersey, Wiley

Hamso, Elling (2010). "La Metodología ROI de planificación y evaluación en reuniones y eventos." *Los eventos: Funciones y tendencias*. Bilbao: Estudios de Ocio. Deusto, 2010. 137-166. Impreso.

Kawasaki, Guy (2011): El arte de cautivar. Gestión 2000. Barcelona

Lenderman, Max (2008): Marketing experiencial: la revolución de las marcas. Esic. Madrid

Lenderman, M. (2008) Marketing Experiencial. La Revolución de las Marca. Madrid: Editorial ESIC.

Peñarroya, Montserrat (2020): Guía para crear tu plan de acción on line: 6 fáciles pasos para que tu organización , por fin, crezca online... Barcelona, 3Isic

Peñarroya, Montserrat y Casas, Helena (2014): Com ser dels primers a Google sense pagar. Barcelona, UOC

Phillips, Jack J., Myhill, M. y McDonough, James B.(2009) *Proving the value of meetings and events*. Birmingham, Ala.: ROI Institute, Inc., 2009. Impreso.

Phillips, Jack J., y Pulliam Phillips, P.(2008). *Beyond learning objectives: develop measurable objectives that link to the bottom line*. Birmingham, Ala.: ROI Institute, Inc., 2008.

Roberts, Kevin (2005): Lovemarks: el futuro más allá de las marcas. Empresa activa

Siskind, Barry (2007) Marketing de eventos: estrategias clave para ferias comerciales, presentaciones, conferencias y otros eventos Deusto. Barcelona.

Scolari, C. A. (2013). Narrativas transmedia. Cuando todos los medios cuentan. Barcelona: Deusto S.A. Ediciones.

Scolari, C. A. (2014). Narrativas transmedia: nuevas formas de comunicar en la era digital. Anuario AC/E de cultura digital, 71-81. Disponible en <https://goo.gl/dovFgx>

Scolari, C. A.; Fernández de Azcárate, S.; Garín, M. et al. (2012). Narrativas transmediáticas, convergencia audiovisual y nuevas estrategias de comunicación. *Quaderns del CAC* 38, 15(1), 79-89. Disponible en <https://goo.gl/peYnDw>

Vanneste, Maarten. *Meeting architecture: a manifesto* (2009). Turnhout: Meeting Support Institute, 2009. Impreso.

Villena López, Alejandro (2017) Eventos. Herramienta de comunicación y su valor en el Marketing. Sindéresis. Madrid

Software

Within the established calendar, 15 minutes of a class will be reserved for the students to complete the evaluation surveys