

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: Maria Jose Aguar Martinez

Email: mariajose.aguar@uab.cat

Teaching groups languages

To check the language/s of instruction, you must click on "Methodology" section of the course guide.

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, 5, 6, 9, 11
Type: Supervised			
Attendance events/activities classroom	15	0.6	1, 7, 8, 10, 11
Resolution directed activities	35.5	1.42	1, 2, 4, 6, 8, 11
Tutoring	15.5	0.62	3, 4, 9, 10
Type: Autonomous			
Elaboration works	90	3.6	2, 4, 5, 8, 10, 11

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
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Discussions-Forums	40%	6	0.24	4, 8, 9, 11
Oral presentations	10%	7	0.28	1, 2, 3, 5, 6, 9, 10
Written module evaluation test	50%	20	0.8	2, 4, 5, 7, 10, 11, 12

Bibliography

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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