

Degree	Type	Year
Management and Organisation of Event Tourism	OB	0

Contact

Name: María José Aguar Martinez

Email: mariajose.aguar@uab.cat

Teachers

Maria Abril Sellarés

Santiago Tejedor Calvo

(External) Almudena Barrientos

(External) David Martínez

(External) Jordi Gimeno

(External) Priscila Llorens

(External) Raúl Ciprés

Teaching groups languages

You can view this information at the [end](#) of this document.

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 social events
3. Learn about the organization and scope of musical 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.-Design and definition of proposals for the organisation of wedding events.
- 2.-Cultural events
- 3.-Musical events I/II
- 4.-Sporting events I/II/III
- 5.-Events and corporate communication I/II
- 6.-Public and corporate protocol
- 7.-Communication skills
- 8.-Social Day at events I/II

Activities and Methodology

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

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.

Assessment

Continous 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

Continuous assesment

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%

Single assesment:

This module includes a single assessment. The students have the possibility to pass this module by elaborating a project that includes all the aspects worked on in this module. The sections to be included are: summary, introduction, creation of the event, accounting budget, ROI and oral presentation of the project. Value of the project: 100% of the mark

Bibliography

Bowdin, G.A., McDonnell, I., Allen, J. and O'Toole, W., (2001). Events Management, Butterworth Heinemann, Reed Educational and Professional Publishing Ltd., Woburn, MA 01801.

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

Fernández y Vázquez, Jorge (2018): Guía de protocolo y ceremonial para la organización de eventos deportivos. Síntesis. Madrid

Goldblatt, Dr. Joe, CSEP, Nelson, Kathleen S. CSEP, editors (2001). The International Dictionary of Event Management, second edition, John Wiley & Sons, Inc. NY, NY.

Jiménez-Morales, Mónica y Manuel Panizo, Julio (2017): Eventos y protocolo. La gestión estratégica de actos corporativos e institucionales. Barcelona, UOC

Martos Molina, M. (2013). El papel del turismo de eventos en el desarrollo urbano. El caso de Expo Zaragoza. Pasos. Revista de Turismo y Patrimonio Cultural, 11(1), 57-71. <https://doi.org/10.25145/j.pasos.2013.11.004>

Manual de gestió del voluntariat (2009). Obra Social Fundació La Caixa.

Moran, Jill S., CSEP, (2004). How To Start a Home-Based Event Planning Buisness. Globe Pequot Press., Guilford, CT 06437.

Torrecillas, Carles (2017): Tópicos, retos, realidad y ficción. Estudio 360º del sector nupcial. Esade

Wiersma, Elizabeth A. CSEP, Strolberg, Karl E. (2003). Exceptional Events, Concept to Completion, second edition. Chips Books, Weimar, TX 78962.

Wohlfeil, M. & Whelan, S. (2005). Consumer Motivations to Participate in Marketing-Events: The Role of Predispositional Involvement. In K. M. Ekstrom & H. Brembeck (Eds.), E- European Advances in Consumer Research, 7 (pp. 125-130). Goteborg, Suiza: Association for Consumer Research.

Software

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

Groups and Languages

Name	Group	Language	Semester	Turn
(TE) Theory	1	Spanish	second semester	afternoon
