

Degree programme	Type	Course
Management and Organisation of Event Tourism	OB	1

Contact lecturer

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Group languages

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

Prerequisites

There are no prerequisites

Objectives

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

Learning outcomes

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

Contents

1.-Economic management I/II/III

2.,Emotional intelligence and management styles

3.-Events marketing techniques I/II

4.-ROI and ROO

5.-Secure events

6.-Digital marketing I/II/III

7.-Economic impact of events and analysis of business tourist demand

8.-Sponsorship marketing plans

9.-Events and corporate communication I

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Classroom	36	1.44	
Attendance events/activities classroom	15	0.6	
Tutoring	15.5	0.62	
Elaboration works	90	3.6	
Resolution directed activities	35.5	1.42	

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

Continuous assessment activities

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

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%

This subject entirely prohibits the use of AI technologies in all its activities. Any submitted work that contains content generated using AI will be considered academic dishonesty; the corresponding grade will be awarded a zero, without the possibility of reassessment. In cases of greater infringement, more serious action may be taken.

Bibliography

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Madrid

Software

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

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TEm) Theory (master)	1	Spanish	first semester	afternoon
(TEm) Theory (master)	2	Spanish	first semester	afternoon