

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. 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

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

Contents

- 1.-Design and definition of proposals for the organisation of wedding events.
- 2.-Cultural events
- 3.-Musical events I/II/III
- 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

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Elaboration works	90	3.6	
Tutoring	15.5	0.62	
Resolution directed activities	35.5	1.42	
Classroom	36	1.44	

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

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

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

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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 Dispositional Involvement. In K. M. Ekstrom & H. Brembeck (Eds.), E- European Advances in Consumer Research, 7 (pp. 125-130). Göteborg, 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

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
(TE) Theory (master)	1	Spanish	second semester	afternoon
(TE) Theory (master)	2	Spanish	second semester	afternoon