

## Event Marketing



### SCHOOL

IAE School of Management



### CAMPUS

Saint-Serge



### LEVEL

2nd year Master's degree



### OPEN TO EXCHANGE STUDENTS

Yes



### SEMESTER

Fall (S1)

> **Degree course:** International Management and Marketing

> **Teaching unit:** UE -

> **Course language:** English

> **Duration (hours):** 16

> **ECTS:** 3

> **Teacher(s):** Luiz Felipe ZOGHBI

#### > **Assessment:**

Continuous assessment

Final exam

#### > **Teaching methods:**

Lecture course 16 hours

Tutorial course hours

Practical work hours

Case study

Project

## COURSE DESCRIPTION

**Lecture 1:** Introduction to Event Management and Event Legal Aspects.

- Exercise: Each group will be assigned an event type and will develop its details.

**Lecture 2:** Event Planning, Team Management and On-site Logistics.

- Exercise: Application of class learning on selected event

**Lecture 3:** Event Communications, Advertising and PR

- Exercise: Application of class learning on selected event

**Lecture 4:** Different Events and Marketing solutions.

- Multiple choice test and final presentations with the learning of each type of event.

**Teaching methods:** Pre-read articles, Theoretical introduction of topics, Interactive sessions and quizzes, Case studies via discussions and presentations.

**Assessment:** Final project (40/80), Class discussions (10/80), Multiple choice test (30/80)

Final Grade: TOTAL/4

## OBJECTIVES

- Understand how to structure an event from the start, based on the objective.
- Understand how and why risks of events should be taken into consideration, as well as legal aspects.
- Understand the event team and how to plan accordingly.
- Understand the nuances of different types of events based on audience, time, location, etc.
- Create a marketing plan for an event.

## PREREQUISITES

Written and Spoken English: Upper Intermediate Level (B2)

## SELECTIVE BIBLIOGRAPHY

Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid

Event management, a professional approach By Ashutosh Chaturvedi

Event Management By Lynn Van Der Wagen & Brenda R. Carlos.