

ENGLISH – SYLLABUS (SPECIALTY)					
<b>SUBJECT:</b>  <b>EVENT MARKETING IN BUSINESS AND TOURISM</b>					
<b>Studies: Management</b> I cycle studies Management Specialty: <b>International Business And Tourism</b>			<b>Faculty: Management</b>		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	3	20	14	<b>3</b>
<b>Course description:</b> The Event Marketing in Business and Tourism programme offers a comprehensive study of event management strategies tailored specifically for the business and tourism industries. It focuses on providing students with the necessary skills and knowledge to plan, promote, and execute successful events that cater to diverse audiences and objectives. The curriculum delves into the fundamental principles of event marketing, encompassing various types of events prevalent in both business and tourism sectors. It covers topics ranging from conferences, trade shows, and corporate events to festivals, cultural events, and tourism-related gatherings. Students explore consumer behavior theories and engagement techniques to effectively target and engage different audience segments in various event settings. Additionally, the programme emphasizes financial management, budgeting, and resource allocation strategies essential for organizing and executing successful events within allocated budgets. Furthermore, the curriculum addresses the significance of sponsorships, partnerships, and collaborations in event marketing, fostering industry relationships to enhance event success and reach. The integration of digital platforms and social media into event marketing strategies is a key focus area, exploring how to leverage technology for event promotion, engagement, and audience interaction. Moreover, the programme educates students on event evaluation methodologies, emphasizing the use of data analytics to measure event success and make informed decisions for future event planning. Additionally, it stresses the importance of sustainability and ethical considerations in event management and promotion. The course is filled in with many case studies and practical examples of Event marketing in business and tourism problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.					
<b>COURSE LEARNING OBJECTIVES:</b> <ol style="list-style-type: none"> <li>1. Understanding Event Marketing Strategies: To comprehend the concepts, principles, and strategies involved in planning and executing successful events.</li> <li>2. Analyzing Business and Tourism Events: To explore the distinctive aspects and requirements of event marketing in both business and tourism sectors.</li> <li>3. Consumer Behavior and Audience Engagement: To study consumer behavior and engagement tactics for different target audiences in events.</li> <li>4. Budgeting and Financial Management: To develop skills in budgeting, financial planning, and cost-effective management of event resources.</li> <li>5. Sponsorship and Partnership Development: To understand the significance of sponsorships and partnerships in event marketing, fostering industry collaborations.</li> <li>6. Digital and Social Media Integration: To explore the integration of digital platforms and social media in event marketing strategies.</li> <li>7. Event Evaluation and Analytics: To learn methods for evaluating event success and utilizing data analytics for improved future event planning.</li> </ol>					

8. Sustainability and Ethical Considerations: To emphasize the importance of sustainable and ethical practices in organizing and promoting events.

Teaching the functions and role of Event marketing in business and tourism for contemporary market entities, developing skills in solving event problems, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on Event marketing in business and tourism problems. Training of social competences related to collective problem solving and preparing and introducing all stages of Event marketing in business and tourism in contemporary world.

#### **COURSE EVALUATION:**

**Workshops** – desk research report (written and oral), classes participation and activities, case studies

**Lectures** - final exam will be one-choice questions and open questions. (or TBA during classes)

#### **The grading scale is as follows:**

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

#### **Course policies and class rules:**

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

#### **Teaching Methods:**

Lectures and case studies (multimedia, case study – projects on sales management topics)

#### **Course overview:**

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**Main topics:**

1. Introduction to Event Marketing Strategies
2. Types of Business and Tourism Events
3. Consumer Behavior and Audience Engagement in Events
4. Financial Management and Budgeting for Events
5. Sponsorship and Partnership Development in Event Marketing
6. Digital and Social Media Integration in Event Promotion
7. Event Evaluation and Analytics
8. Sustainability and Ethics in Event Management

**Literature**

**Main texts:**

1. Bowdin, Glenn, Allen, Johnny, O'Toole, William, Harris, Rob, McDonnell, Ian - "Events Management" - Routledge - 2019
2. Masterman, Guy, Wood, Emma - "Innovative Marketing Communications: Strategies for the Events Industry" - Routledge - 2018
3. Goldblatt, Joe Jeff - "Special Events: Creating and Sustaining a New World for Celebration" - Wiley - 2018

**Additional required reading material:**

1. Shone, Anton, Parry, Bryn - "Successful Event Management: A Practical Handbook" - Cengage Learning EMEA - 2018
2. Getz, Donald - "Event Studies: Theory, Research and Policy for Planned Events" - Routledge - 2018
3. Raj, Razaq, Musgrave, Jacqueline - "Event Management" - Sage Publications Ltd - 2019
4. Harris, Rob, Griffin, Mary, Williams, Peter\*\* - "The Fundamentals of Event Management" - Routledge - 2021

**Rules of the exams on subject (Assessments)**

Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature: .....



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