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- Duration of course 1 Block
- Full-time
- Course site

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Event Management Minor Leisure and Event Marketing

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1 Course content

Whereas the focus in Sport and Entertainment lies on the generally more active forms of leisure activity, in the case of Leisure and Events it is more about passive forms. However, the specifications in relation to the marketing discipline are the same for both specializations.

The topics covered are:

- The dynamics of the events sector;
- Composition of teams;
- Developing a programme;
- Strategies and tactics;
- Promotion and communications;
- Running a business event.

Learning pathway

Being able to operate as a fully-fledged professional depends on a range of criteria. Any Commercial Economics student leaving Hogeschool Utrecht will have to possess the knowledge and insights needed in the marketing profession, possess the relevant skills, and be capable of achieving results as part of a team.

Students can develop these areas via a range of learning pathways (methods). The conceptual pathway is the most commonly used, where students acquire knowledge and insights primarily through lectures and tutorials. Other learning pathways are the skills pathway (involving roleplaying), the professional products pathway (delivering and realizing a product) and the integrated pathway (projects).

The Event Management course involves a combination of knowledge and application – the material that is learned should be directly applied in everyday professional practice. The professional products learning pathway is therefore the starting point for this course; the main teaching method will be in the form of lectures and tutorials.

2 Course objectives, final attainment levels, and learning targets

The essence is to acquire knowledge of and insights into the organization of business events and applying them in practice. The learning targets are therefore extensions of the various learning pathways. Students should be capable of collecting relevant data and information and of using these to make carefully considered policy decisions. The emphasis will lie on the first and second stages of the PDCA cycle (planning and doing).

Concrete learning targets:

- Can students sketch a firm picture of the events sector and the active actors within it?
- Can students gather data and information independently (and critically)?
- Can students interpret the information and apply it to a variety of models and instruments?
- Can students justify how and which theoretical subjects and models are applied?
- Can students make carefully considered decisions?
- Can students present and defend this decision?
- Can students organize a business event?

3 Study load

The total study load for each student is 140 hours [5 credits].

Workload:

<i>Lectures/tutorials</i>	<i>Seven lectures/tutorials of 80 minutes' duration</i>	<i>9.3</i>
<i>Feedback/Consultancy</i>	<i>Seven consultancy discussions of 20 minutes' duration</i>	<i>2.5</i>
<i>Literature and assignments</i>	<i>Preparations and Presentation</i>	<i>40</i>
<i>Working in a group</i>	<i>Writing the events plan</i>	<i>50</i>
<i>Working in a group</i>	<i>Organising an event and presenting an event pitch</i>	<i>23.2</i>
<i>Assignments</i>	<i>Writing a report of the event</i>	<i>15</i>
	<i>Total</i>	<i>140</i>

Knowledge base

The course involves an in-depth examination of the events sector; students should use information that they will have to gather through fieldwork.

This follows on from the Marketing course in year 1, the Project Market course in year 2, and the Tourism & Hospitality course in year 3. These modules should be concluded with at least a pass.

4 Prior knowledge and entry requirements

Prior knowledge

- Marketing Basics;
- Project Market;
- Tourism & Hospitality

5 Exemption possibilities

There are no possibilities for exemption, unless the student can demonstrate that he/she has successfully completed a similar course on another economics study programme.

6 Competencies (and professional products)

Competencies

There are eight distinct domain competencies. Commercial Economics students must reach level 3 (the highest level) on a number of them. To achieve this, relatively more attention must be paid to these competencies than to other competencies.

In this course, the emphasis will be placed on domain competency 1 (initiating and creating) and domain competency 5 (planning and implementation). Students will have to meet the third level with regard to the latter.

Domain competencies, Commerce		Level 1	Level 2	Level 3
DC 1	Initiating + creating	CE	CE	
DC 2	Market research	CE	CE	CE
DC 3	Business and environment analysis	CE	CE	CE
DC 4	Strategy and policy development	CE	CE	CE
DC 5	Planning and implementation	CE	CE	CE
DC 6	Sales	CE	CE	
DC 7	Languages + cultural differences	CE		
DC 8	Leadership	CE	CE	
AC 9	Social and communicative competency (interpersonal)			
AC 10	Self-governing competency (intrapersonal)			

Professional product

Students are assessed in four ways:

- 1) Organising an real event (50%)
- 2) Presentation of the event pitch (15%)
- 3) Presentation of theorie (20%)
- 4) Report of the event. (15%)

Every week, the students work in teams on the event (plan).

The practical assignment

The assignment involves organizing an event (B2B or B2C). Possible assignments include:

- Festival
- Indoor / Outdoor music event
- Sports event

Report format

Reports, which will actually be used in practice, should be no longer than twenty A4 pages. It must therefore contain no fictitious facts or information, unless they are expressly described as such.

- Introduction
- Characteristics of the organizers
- Target group and objectives
 - Product -> theme, music, decor
 - Price -> price for participating
 - Place -> what sales channels
 - Promotion -> how are you going to promote the event
- Revenue -> sales of tickets, drinks
- Schedule
- Cash flow budget

7 Methods and supervision

There are two contact moments every week (tutorials): 1) a lecture/tutorial and 2) a consultancy discussion. The lectures and tutorials are of 80 minutes' duration, and the consultancy discussions 20 minutes. The weekly activities are structured as follows:

1. **Studying the material from the book 'Events Management' (G. Bowdin e.a.)**
For the week in question. This forms the basis for the activities in the rest of the week.
2. **Lecture/tutorial 1 (80 minutes)**
Lesson includes:
50 minutes: explanation about the material by the teacher
30 minutes: one to two groups present an analysis of an event of their own choice.
3. **Group work**
Every week, students in groups of three or four work on a general assignment (such as a product proposal for a company or organization), on which they receive feedback, also weekly. The assignments must be handed in before the consultancy discussion, and include the names of the students in the team.
4. **Consultancy (20 minutes)**
The teacher provides feedback on the weekly assignments during the consultancy discussion.

Supervision

Process supervision by teachers who are involved with the Institute for Marketing & Commerce.

8 Testing and assessment

At the end of the course, students are given a mark on 4 assessments.

8.1 Organising a Real Event

The practical mark consists of organising a real event.

The event plan is developed by groups of three to four students. This is done in a highly structured manner, with a different part of the event plan being worked on every week. The assignment should be printed on paper and handed in before the consultancy discussion.

The criteria used for assessment purposes are quality (making good use of theory, use of other sources, evidence of understanding of the material, depth), commitment, and completeness. Practical marks are generally given to entire teams, although exceptions are possible, such as in the case of a team member who clearly falls short of the standard required or who is absent.

The criteria are weighted as follows:

Commitment and discipline (weekly assignments)	20%
Creativity	10%
Analyses (level and accuracy)	20%
Presentation	10%
Report	40%

8.2 Presentation of the Event Pitch

The students have to give a short presentation of the event they are organising. The presentation has to be based on the theories.

8.3 Report of the event

The report should be no longer than 10 pages A4, word document including images/tables and should at the very least include:

- a. Concept (what, why, how)
- b. Finances (what, why, how)
- c. Programme (what, why, how)
- d. Marketing/promotion (what, why, how)
- e. Evaluation (what went as planned/wrong and why)

- f. Reflection (what have you learned)

8.4 Presentation of thoeirie

Each week, a group of 3 students will be expected to present an assigned chapter of the book 'Events Management' by G. Bowdin et al. The presentation must include: a PowerPoint presentation with a summary of the assigned chapter, explanation about the most important topics of the chapter (you decide!) and a recent case to do with the chapter (i.e. A festival, 3FM Awards, ABN AMRO tennis tournament, etc.). The chapters that will be covered are: 1, 3, 5, 7, 9, 11, 13, 14, 15 & 16.

8.5 Testing

Type of assessment	Weighting	Minimum mark
Organising an event	50%	5.5
Event Pitch	15%	5.5
Report of the event	15%	5.5
Presentation Theorie	20%	5.5

Examination material

'Events Management', G. Bowdin e.a.:
Chapters 1,3,5,7,9,10,12,14,15

Resits

The only opportunity for students to rewrite their reports or resit their examinations, if they have failed to gain a pass the first time, is in the subsequent period. The deadline for submitting an improved report is the examination week in Block B.

9 Materials and required reading

BOOK (required)					
Title:	Events Management				
Author (s):	G. Bowding, J. Allen, W. O'Toole, R. Harris, I. McDonnell				
ISBN:	978-1-85617-818-1	Edition: 3		Published by:	Elsevier

10 Evaluation

After the end of the course.