



MUSIC EVENT MARKETING 2019-2020

- MC-MUSICEVMAR-17 – term A and C
 - Minor Music Marketing and Management
 - Version: August 29, 2019
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 - ~~Link course site:~~ <https://canvas.hu.nl/courses/9898>

1 Course Description

Whatever your background is, there is no way to get around 'Events' in everyday life. Music festivals, commercial presentations, business fairs, sporting events, scientific conferences....in everyday life or professional life you will experience events at least several times a year. Bowdin et al. (2011) call events a "benchmark for our lives".

No matter what kind of event you organise, the principles behind different types of events are similar. During the organisation of any event one can observe a planning phase, production phase and evaluation phase. And within those, many aspects are always of great importance: conceptualising, management structure, planning of logistics, financial aspects, legal procedures, human resources and last but not least: marketing the event! In recent years, sustainability and safety became more and more important. Those two aspects can be a threat to the success of events, but at the same time they can lead to useful content for marketing the event.

In the Music Event marketing course, you will get a full overview of key factors in organising a successful event. The goal is to generate new ideas on how to market the event in the best possible way and/or how to use an event as a marketing tool. Understanding all aforementioned aspects of events organisation is crucial for successful event marketing. Therefore you get a full insight into events management during this course. The focus will be on music events, but most principles can also be applied to other types of events.

2 Course goals and learning objectives

After taking this course, students should be able to identify risks and opportunities with respect to the following aspects of events management and use those to create a marketing plan for a music event:

- conceptualising the event
- strategic planning an organisational structure
- financial management
- human resource management
- sponsorship
- logistics
- legal issues
- safety
- sustainability

3 Relation to other courses

This course is part of the Minor Music Marketing and Management and it is strongly related to all other courses of this track. Students will also be able to identify links to their own background and studies, because events are organised in all fields and the knowledge from this course can thus be applied to all different kinds of events.

4 Study burden

Total study load per student is 140 hours, which is equal to 5 European Credits (ECs).

This will roughly be divided as follows:

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|----------------------------|----------|
| - Tutorials | 28 hours |
| - Preparing classes | 28 hours |
| - Assignments / group work | 54 hours |
| - Preparing exam | 28 hours |
| - Exam | 2 hours |

5 Prerequisites

Students in this course have to be interested in the music industry, particularly contemporary music events. They also need basic management skills or should at least be willing to develop those. Being pro-active and well organised is an advantage.

6 Didactic forms and student activities

During 7 weeks there are 2 weekly meetings of 2 hours each. During those tutorials the topics mentioned in paragraph 2 above are discussed in an interactive way. This will partly be through guest lectures, partly through case studies and partly through interactive lectures.

During 7 weeks the students work in teams to write an event plan, to be presented in week 7.

7 Assessment

Type	Weight	Minimum grade
Event plan assignments	80%	5,5
Pitch/presentation	20%	5,5

8 Course material

BOOK					
Title	Events Management				
Authors	Bowdin, G., J. Allen, W. O'Toole, R. Harris and I.McDonnell				
ISBN:	978-1-85617-818-1	Edition:	3	Publisher	Routledge
Other					
	During the tutorials recent examples and cases are provided.				

9 Course evaluation

Student Satisfaction Survey forms are handed out during the exam.