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  - Course site
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## Event Marketing & Management Minor Sport & Entertainment Marketing

## Contents

1	Course content	3
2	Course objectives, final attainment levels, and learning targets	4
3	Study load	5
4	Prior knowledge and entry requirements	6
5	Exemption possibilities	7
6	Competencies (and professional products)	8
7	Methods and supervision	10
8	Testing and assessment	11
9	Materials and required reading	13
10	Evaluation	14

# 1 Course content

No matter what kind of sport or entertainment event you organize, the principles behind different types of events are similar. During the organization of any sport or entertainment event one can observe a planning phase, production phase and evaluation phase. And within those, many aspects are always of great importance: conceptualizing, 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 this course, you will get a full overview of key factors in organizing a successful event. The goal is to generate new ideas on how to market the sport or entertainment event in the best possible way and/or how to use an event as a marketing tool.

Understanding all aforementioned aspects of events organization is crucial for successful event marketing. Specifically you will need to understand the unique characteristics of sport and entertainment events, such as; emotional involvement of your customers (fans, practitioners), high exposure to risks (injuries, weather conditions etc), media and sponsoring involvement and dependency on volunteers.

Therefore you get a full insight into sport and entertainment events management during this course and you will organize your own real sports/entertainment event together with your team.

## 2 Course objectives, final attainment levels, and learning targets

The essence is to acquire knowledge of and insights into the organization of sport & entertainment 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 understand the specific nature of sports & entertainment events?
- 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 sport and entertainment event within a given time frame?

### 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

This course examines specific marketing subjects in depth with focus on the international playing field and it is therefore mainly equipped for students studying broader marketing subjects (such as Business Economics). Students who do not have sufficient marketing background are advised against this course or are required to study to improve their marketing knowledge individually.

English B2 + fluent in English writing and speaking;

## **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)			
AC10	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.

### 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 theory.

### 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) [1] [SEP]
- b. Finances (what, why, how) [1] [SEP]
- c. Programme (what, why, how) [1] [SEP]
- d. Marketing/promotion (what, why, how) [1] [SEP]
- e. Evaluation (what went as planned/wrong and why) [1] [SEP]
- f. Reflection (what have you learned)

### 8.4 Presentation of theory

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
Report	80%	5.5
Event Pitch	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.