

COURSE DESCRIPTION

EVM2100 Event Management

1. Degree	Bachelor in Hotel and Relationship Management Bachelor in Tourism and Relationship Management
2. Year/semester	2nd year / 4th semester
3. Credits	30
4. Course instructor	Assistant Professor Rune Bjerke
5. Contact hours	150 (120 hours teaching and 30 hours supervision)
6. Course prerequisites	Basic knowledge of marketing and management
7. Learning goals	<p>Students will acquire comprehensive understanding of event management and how this may be related to brand-building. Moreover, students will be able to, alone or in groups, to implement and evaluate all types of events, from small seminars to medium and large events for the business sector, public sector and various types of organizations.</p>
8. Course content	<p>The course will begin by providing insight into what constitutes an “event”. Further, this will be put in the context of brand-building processes. Brand building process (organization brand building), as an umbrella-subject area, including tools such as product development, public relations and publicity, distribution and price, internet and digital communications, advertising, final phase marketing, marketing and events will be focused on .</p> <p>Moreover, the course will emphasize the three phases of events, i.e. planning, implementation and evaluation. The planning phase will be based on client needs and intentions, and available resources. Further, focus will also be given to concept development, budget process and schedule. In this phase, the choice of the site and the project group’s composition are important topics. Students will also learn how to draw up contracts with contractors and subcontractors. The course</p>

	<p>will also include a module on sponsorship funding and various types of additional funding for some types of events.</p> <p>The implementation phase will focus on the importance of precise preparation, appropriate organization of the arena, the ability to lead under pressure (also in the case of many unforeseen situations), utilization of human resources, safety and the relationship to the surroundings. In the final phase evaluation is important.</p> <p>In summary: Event Management consists of five main topics: project management, financial management and logistics, sponsorships, design and production. These topics will be reviewed and discussed in detail, in addition to the introductory topic branding.</p>
9. Method of instruction	<p>The course will combine theory and practice through project work. The lectures will be linked to students' project work. 150 hours teaching will consist of 120 hours of lectures and 30 hours of supervision of students' project work.</p>
10. Assessment	<p>The project carried out in groups of up to three students counts for 60 % of the final grade.</p> <p>The final individual examination counts for 40 % of the final grade.</p>
11. Course syllabus	<p>Bjerke, Rune, and Nicholas Ind. 2007. <i>Organisasjonsdrevet merkebygging</i>. Oslo: Cappelen Akademiske Forlag. ISBN: 9788202275471 (276 pp.) Price: NOK 458.</p> <p>———, ed. 2009. <i>Kompendium: Events og markedskommunikasjon</i>. Oslo: Markedshøyskolen Campus Kristiania (100 pp.) Price: c. NOK 100.</p> <p>Gran, Anne-Britt, and Sophie Hofplass. 2007. <i>Kultursponsing</i>. Oslo: Gyldendal Akademiske. ISBN: 9788205315860 (236 pp.) Price: NOK 339.</p> <p>Karlsen, Jan Terje and Petter Gottschalk. 2008. <i>Prosjektledelse – fra initiering til gevinstrealisering</i>. 2nd. Edition. Oslo: Universitetsforlaget. ISBN: 9788215013633 (490 pp.) Price: NOK 429.</p> <p>Mallen, Cheryl, and Lorne Adams. 2008. <i>Sport, Recreation and Tourism Event Management: Theoretical and Practical Dimensions</i>. Amsterdam: Elsevier. ISBN: 9780750684477 (272 pp.) Price: NOK 275.</p>

	<p>O'Toole, William, and Phyllis Mikolaitis. 2002. <i>Corporate Event Project Management</i>. Hoboken, N. J.: John Wiley. ISBN: 9780471402404 (304 pp.) Price: NOK 523.</p> <p>Robertson, Martin, Ian Yeoman and Jane Ali-Knight 2003. <i>Festival and Events Management: An International Arts and Culture Perspective</i>. Amsterdam: Elsevier. ISBN: 9780750658720 (448 s.) Price: NOK 418.</p> <p>Skattum, Knut and John Hatling. 2004. <i>Veien til prosjektsuksess</i>. Oslo: Norsk forening for prosjektledelse. ISBN: 82-91341-81-8. (178 pp) Price: c. NOK 120.</p> <p>Van der Wagen, Lynn. 2007. <i>Human Resource Management for Events: Managing the Event Workforce</i>. Amsterdam: Elsevier. ISBN: 9780750669986 (272 pp.) Price: NOK 374.</p>
12. Recommended reading	<p>Tum, Julia, Philippa Norton and Nevan Wright. 2005. <i>Management of Event Operations</i>. Amsterdam: Elsevier. ISBN: 9780750663625 (279 pp.) Price: NOK 352.</p>