



COURSE DESCRIPTION

EVM2101 Event Management

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| 1. Degree | Bachelor's in Hotel Management Bachelor's in Tourism Management |
| 2. Year/semester | 2nd year / 4th semester |
| 3. Credits | 30 |
| 4. Course instructor | Assistant Professor Rune Bjerke |
| 5. Contact hours | 150 hours, consisting of 120 hours of lectures in the auditorium; 20 hours of teacher-led coaching in the main venue selected for events; and 10 hours of coaching and observation of the implementation of events. An additional 30 teacher-led coaching / observation hours are offered as needed at alternative event locations. |
| 6. Course prerequisites | Basic knowledge of marketing and management. |
| 7. Learning goals | Knowledge Understanding the characteristics of events, and historical development. Understanding why and how events are used as tools in the marketing and brand-building processes. Understanding the relationship between goals and effects, and how the effects of events can be measured. Skills Making a plan, and planning an event. Analysing the situation, goal-setting, assessing targets and measuring effects. Implementing an event. Attitude Being able to show respect for the possible negative consequences of events. Showing responsibility and care towards employees, customers, the environment and surroundings. |
| 8. Course contents | As an introduction, the course will provide an insight into the development of events, their character and function in society. Events will then be placed in the context of the brand-building |

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| | <p>process. The course will first focus on the brand building process (organisation branding) as an overarching subject area, including tools such as product development, public relations and publicity, distribution and price, internet and digital communications, advertising and retail marketing and events.</p> <p>Further, the course will emphasise an event's three phases, namely planning, implementation and evaluation. The planning phase is based on customer needs and intentions, and available resources. This leads into concept development, budgeting and the progress plan. In this phase, the choice of location for implementation and the project group's composition are important. Students should also prepare contracts with the contractor and subcontractors. The course will also include a module on sponsor-funding and various types of funding for some types of events.</p> <p>The implementation phase will focus on the importance of careful preparation, appropriate organisation of the arena, the ability to lead under pressure with regard to the possibility of many unforeseen developments, utilisation of human resources, safety and the relationship with the surrounding environment.</p> <p>In the final phase, evaluation is important.</p> <p>In conclusion: Event Management consists of five major course units: project management, financial management and logistics, sponsorship, design and production. These courses will be reviewed and discussed in detail in addition to the introductory course in branding.</p> |
| 9. Method of instruction | <p>The course will include a combination of theory and practice through project work. The lectures will be linked to the students' project work (real events). The course consists of lectures, project development and implementation of real-world events (midterm examination). Students must be prepared to participate in two study trips with overnight stays for the planning and execution of events.</p> |
| 10. Assessment | <p>Project Plan / event plan and the event conducted in groups of up to 3 students counts for 40% of the grade.</p> <p>The final 3-hour individual written examination counts for 60% of the grade.</p> |

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| 11. Course syllabus | <p>Bjerke, Rune and Nicholas Ind. 2007. <i>Organisasjonsdrevet merkebygging</i>. Oslo: Cappelen Akademiske Forlag. ISBN: 9788202275471. Pages: 276. Price: NOK 458.</p> <p>Getz, Donald. 2007. <i>Event Studies: Theory, Research and Policy for Planned Events</i>. Amsterdam: Elsevier Butterworth-Heinemann. ISBN: 9780750669597. Pages: 520. Price: NOK 340.</p> <p>———. 2005. <i>Event management & event tourism</i>. 2nd. edition. Elmsford, N.Y.: Cognizant Communication Corporation. ISBN: 9781882345465. Pages: 440. Price: NOK 437.</p> <p>Hannigan, John A. 1998. <i>Fantasy City: Pleasure and Profit in the Postmodern Metropolis</i>. London: Routledge. ISBN: 9780415150989. Pages: 256. Price: NOK 429.</p> <p>Karlsen, Jan Terje and Petter Gottschalk. 2008. <i>Prosjektledelse – fra initiering til gevinstrealisering</i>. 2nd. edition. Oslo: Universitetsforlaget. ISBN: 9788215013633. Pages: 490. Price: NOK 449.</p> <p>O'Toole, William og Phyllis Mikolaitis. 2002. <i>Corporate Event Project Management</i>. Hoboken, N.J: John Wiley. ISBN: 9780471402404. Pages: 304. Price: 475,-</p> <p>Urry, John. 2002. <i>The Tourist Gaze</i>. 2nd. edition. London: Sage. ISBN: 9780761973478. Pages: 184. Price: NOK 358.</p> <p>Van der Wagen, Lynn. 2007. <i>Human Resource Management for Events: Managing the Event Workforce</i>. Amsterdam: Elsevier. ISBN: 9780750669986. Pages: 272. Price: NOK 414.</p> |
| 12. Recommended reading | <p>Mallen, Cheryl, and Lorne Adams. 2008. <i>Sport, Recreation and Tourism Event Management: Theoretical and Practical Dimensions</i>. Amsterdam: Elsevier. ISBN: 9780750684477.</p> <p>Tum, Julia, Philippa Norton and Nevan Wright. 2006. <i>Management of Event Operations</i>. Amsterdam: Elsevier. ISBN: 9780750663625.</p> <p>Yeoman, Ian, Martin Robertson and Jane Ali-Knight. 2004. <i>Festival and Events Management: An International Arts and Culture Perspective</i>. Amsterdam: Elsevier. ISBN: 9780750658720.</p> |

Formatert: Overskrift 2, Innrykk:
Venstre: 0 cm, Hengende: 1,25 cm,
Linjeavstand: Enkel

Approved: UUV-case 212/10
Valid for academic year 2010-11
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