

Educational Institution "Belarusian State Economic University"

APPROVED BY
Rector of the Belarusian State Economic
University

_____ V.U. Shutilin

“ _____ ” _____ 2019

Registration No. UD _____/framework
program.

BASICS OF EVENT MARKETING

Academic Program for the Master Course
for Major in: 1-26 80 05 “Marketing”

2019

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RECOMMENDED FOR APPROVAL BY:

Department of Intercultural Economic Communication of the Belarusian State Economic University (protocol № _____ 2019);

Scientific-Methodological Council of the Belarusian State Economic University (protocol № _____ 2019).

EXPLANATORY NOTE

Aim and Objectives of the Course:

The aim of "Basic Concepts of Event Marketing" course is to build up cultural and professional competencies, knowledge and skills of the graduate students in using event marketing tools and technology, which will, ultimately, improve the efficiency of marketing communications and special event management.

The **objectives** include:

- study of the provisions disclosing the concept of event marketing and theoretical and practical aspects of the event organization;
- analysis of domestic and foreign experience in event marketing, event types and forms;
- introduction to the methods of event preparation and implementation (event-driven concept, scenario development, budgeting, implementation, evaluation);
- contribution to the graduate students' enrichment and acquisition of event management skills and competencies necessary for the event-manager.

Academic subject in post-graduate education

The subject "Basic Concepts of Event Marketing " is a follow-up of the basic course of marketing, economic theory, as well as functional economic sciences (finance, management) and information analytical sciences (statistics). To master the given subject the undergraduates use the knowledge and skills acquired during the study of "Marketing and Society", "Marketing of Innovation Project" included in the state component of the Master's program for Major 1-26 80 05 in Marketing. The subject "Basic Concepts of Event Marketing" has an applied focus and is a logical continuation of the further mentioned courses and the knowledge gained as a result of mastering "Holistic Marketing", "Relationship Marketing", "Strategic Marketing" which stand as a component of the educational institution. This subject is included in module 1 "Marketing Technologies for Innovations" and is referred as a subject of choice. It is studied in the first semester.

On completing the course of "Basic Concepts of Event Marketing" the following competencies are formed:

SK-5 in accordance with which the undergraduate will be able to apply the tools and strategies of event marketing to promote the brand through the organization of special events;

UK-3 in accordance with which the undergraduate will be able to take initiative in risky situations, to be proactive in solving problems bearing in mind an innovative approach.

On completing the course of "Basic Concepts of Event Marketing" the master's student should:

Know:

- theoretical and methodological aspects of event marketing;
- basic principles of event management conditioned by the event effectiveness criteria;
- typology of events, the tools of event marketing, common errors and risks, as well as safety measures in organizing an event;
- features and global trends of event marketing;
- elements of news management, catering and technological capabilities for event marketing.

Be able to:

- apply creative concept techniques, implement goal-setting, planning and budgeting and evaluate the event efficiency;
- apply tools and event marketing strategy for brand promotion;
- use local, historical, cultural, landscape and climatic features in event marketing;
- analyse the target marketing environment and manage MICE-events;
- develop a scenario for the event.

Be skilled in:

- unassisted development and application of methods and tools necessary to manage pre-event, event and post-event stages;
- assessing criteria used to evaluate the economic and reputational effectiveness of event marketing for the target company.

The total hours of the course is 198, including 42 hours of lecturing and 20 hours of seminars of the total 62 classroom hours.

The form of control at the end of the semester is an exam.

Contents of educational material

The course of "Basic Concepts of Event Marketing" covers the following subject matters:

Subject 1 General Issues Of Event Marketing

Event Marketing in the system of marketing communications (event management, ATL, BTL, PR, training program, entertainment marketing, experiential marketing, neuromarketing, show marketing).

Objects of event marketing (designers, copywriters, creative projects and products). Actors of event marketing (project manager, brand manager, advertiser, creative and art director).

Features and global trends of event marketing.

Competence and responsibilities of the event manager. Event-company classification.

Subject 2 Events As Tools Of Marketing Communication

Concept and characteristics of the event. Event classification (based on the marketing environment: external and internal; by type of marketing environment: political, corporate, social, cultural, scientific and sports; by the nature of interaction between the participants; by the target audience scale; by marketing problems).

Event marketing principles: principle of unity and limited time / space; principle of attraction; principle of sharing and presenting as an element of the event; sacred principle and function of ritual; principles of media and event-subjectivity; principles of artistic integrity and general knowledge; principle of drama.

Overcoming cultural and age differences in the event. Local, historical, cultural, landscape and climatic features in event marketing;

Subject 3 Event Management And Event Planning

Stages of event management (idea, initiating, planning and preparation, "point of no return" and "open door" stages, actioning, end, debriefing). Events promotion (pre-event, event and post-event promotion). Event program and event passport.

The purpose of the event, the event concept, the message and the target audience.

News management. Catering. Technical support. Duties and responsibilities of the parties, security measures, risks and errors in event marketing. Contents of the brief.

Subject 4 Creativeness In Event Marketing

Techniques for generating creative concepts ("Brainstorming", "Six Hats" method, mental maps, opposites search method, morphological analysis).

Benchmarking. Creative concept (an unusual object in a familiar space, direct association, the grotesque, emphasis on the routine element, event potential of the brand). Visual concept (theme, style, customized items).

Drama scenario, structural elements of the event scenario (premise, introduction, climax, denouement).

Subject 5 Marketing Environment In Event Marketing

Event marketing as a tool for human resource management (corporate events). Special event in political communication (rally, demonstration, meeting with voters, debates, public holiday, inauguration, summit conference, sporting event) and political technology. Event marketing for non-profit organizations.

Event marketing as a tool for management of corporate image and brand. Events and rebranding. Criteria and coordination of the brand and the event.

Technology and event marketing tools: BTL, direct marketing, telemarketing, mobile marketing, internet marketing, loyalty clubs.

Subject 6 Event-Market Segmentation

MICE-industry. Business meetings. Incentive trips and events. Seminars and conferences, exhibitions. Entertaining and private events. Sponsoring as an event arranged for a sponsor.

Subject 7 Event Performance Evaluation

Event Budgeting. Tendering and selection of contractors. Engagement (riders and artists fees). Financial relationship with clients, contractors and subcontractors. Self-supporting activities; indirectly profitable activities; activities planned to be non-profit or unprofitable.

Sponsorship (technical, informational, financial). Sponsorship package and sponsorship privileges. Motivation and stimulation of sponsorship.

Event performance criteria. Coordination of goals and performance criteria. Effectiveness of non-profit activities. Content analysis and expert survey method.

Instructional Chart of Basic Concepts of Event Marketing
for intramural students

Number of topics, study units	Name of study units, topics	Number of classroom hours						Other*	Academic performance assessment	
		Lectures	Practicals	Seminars	Laboratory practicals	Supervised independent study				
						L	P			Lab
1	General Issues Of Event Marketing Event Marketing in the system of marketing communications Objects of event marketing Actors of event marketing	4		2				[3,7] Internet resources Hand-out material Supportive notes	Recitation, students' reports	
2	Events As Tools Of Marketing Communication Concept and characteristics of the event Event classification Event marketing principles	4		2				[3, 5, 7] Internet resources Hand-out material Supportive notes	Recitation, students' reports	
3	Event Management And Event Planning Stages of event management The purpose of the event, the event concept, the message and the target audience News management	10		6				[1, 3, 5, 7, 7 supplement.] Internet resources Hand-out material Supportive notes	Recitation, checking tests	
4	Creativeness In Event Marketing Techniques for generating creative concepts Benchmarking Creative concept	4		2				[3,6, 7,7 s.] Internet resources Hand-out	Recitation, checking tests	

									material Supportive notes	
5	Marketing Environment In Event Marketing Event marketing as a tool for human resource management Special event in political communication Event marketing for non-profit organizations.	8		2					[3,7,1s.,4s.,7s.] Internet resources Hand-out material Supportive notes	Recitation
6	Event-Market Segmentation MICE-industry Entertaining and private events Sponsoring as an event arranged for a sponsor	4		2					[3,6,7,4 s.] Internet resources Hand-out material Supportive notes	Recitation, students' reports
7	Event Performance Evaluation Event Budgeting. Tendering and selection of contractors Engagement (riders and artists fees) Event performance criteria Coordination of goals and performance criteria	8		4					[4,7, 6s.] Internet resources Hand-out material Supportive notes	Recitation, checking tests
	Всего часов	42		20						

INFORMATION AND METHODOLOGY SECTION

Books for main reading:

- 1) Gerasimov, S. E. Management of special events in artistic sphere: Scoolbook / S. Gerasimov, V., G. Tulchinskiy, T. Loxina, SPet.: «Lan»; «Planeta muzyki», 2009. – 240 p.
- 2) Craven, R. I. Arrangement of business meetings and events / R. I. Craven, L. D. Golobovski. - M.:AST. – 2008. – 335p.
- 3) Nazimko, A. Event Marketing: Guidelines for Customers and Performers / A. Nazimko. — M.: Vershina, 2007. — 112 p.
- 4) Sonder, M. Event Management: Organization of Entertainment Events. Technology, Ideas, Strategies, Methods / M. Sonder; [transl. from English. D.V. Skvortsova] ; edited by Strizhak. — M.: Vershina 2006. — 544 p.
- 5) Haltsbauer, W. Event—Management / U. Haltsbauer, E.Yettinger, B.Knause, R. Mozer, M.Tseller; [transl. from German T. Fomina]. — M.: Eksmo, 2007. — 382 p.
- 6) Goldblatt, J. Special Events: Creating and Sustaining a New World for Celebration / J. Goldblatt. / The Wiley Event Management Series: 7 edition. — Wiley, 2013. — 406 p.
- 7) Leonard, H. Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions / H. Leonard. — New—York: JOHN WILEY & SONS, INC., 2002. — 252 p.

Books for further reading:

- 8) Afanasiadi, O. V. Event—Marketing / O. V. Afanasiadi. — M.: MBS, 2010. — 121 p.
- 9) Green, E. Creativity in Public Relations / E. Green; [transl. from English]. — St. Petersburg: Neva, 2003. — 254 p.
- 10) Cooley, K. Corporate events that became a legend / K. Cooley. – M.:Feniks. – 2006. – 256p.
- 11) Pasmurov, A. Y. How To Effectively Prepare And Conduct A Conference, Seminar And Exhibition / A. Y. Pasmurov. — St. Petersburg: Peter, 2006. — 272 p.
- 12) Romantsov, A. N. Event—Marketing: Nature And Organization Peculiarities /A. N.Romantsov.— M.: Dashkov& K, 2009. — 116 p.
- 13) Schmitt, B. Show Business. Marketing In Impressions Culture / B. Schmitt, D. Rogers, K. Vrotsos. — M.: Delovaya Litaratura, 2005. — 400 p.
- 14) Shumovich A. Great Events: Event Management Technology And Practice /A. Shumovich. — M.: Mann, Ivanov and Ferber, 2008. — 336 p.

- 15) Uspensky, I. V. Internet Marketing / I. V. Uspensky. — St. Petersburg: SPGUEiF, 2003. — 256 p.

Electronic resources:

- 16) <http://www.adme.ru> — The leading advertising portal dedicated to advertisement articles and reviews.
- 17) <http://www.cimpa.org> - Official website of the International Online Association of Professional Event Organizers.
- 18) <http://www.euromic.com> - The official website of the Association of Leading Companies that Manage Event Locations in Europe and the Mediterranean.
- 19) <http://www.euro-congres.org> - The official website of the European Congress Bureau.
- 20) <http://www.event.ru>— Internet version of a magazine dedicated to special events and services market.
- 21) <http://www.eventmarket.ru> — Specialized information portal devoted to planning and conducting special events and event marketing.
- 22) <http://www.eventmarketing.com> — Specialized information portal devoted to event marketing.
- 23) <http://www.event—forum.ru> — National Association of event organizers.
- 24) <http://www.iccaworkl.com> —The official website of the International Congress and Convention Association.
- 25) <http://www.mpiweb.com> — Official site of the International Association of Professionals in the field of organizing business meetings.
- 26) <http://www.site-intl.org> — the official website of the Society of leaders of incentive tourism and travel.
- 27) <http://specialevents.com> — Specialized information portal devoted to special events.

Guidelines for the undergraduates' knowledge control (tests, exam questions, follow-up activities)

To check the formation of competencies in the subject topics and for the final assessment, the following diagnostic tools are used: Recitations during seminars; preparation and citing of abstracts and reports on the certain subject units; tests on the certain subject units; interactive learning technology (working in small groups, role-playing, brainstorming and case methods). The form of performance assessment is an exam.

Theoretical questions for the exam on "Basic Concepts of Event Marketing":

- 1) Event Marketing in the system of Marketing Communications
- 2) Features and global trends of Event Marketing
- 3) Event-company classification
- 4) Event classification
- 5) Event Marketing principles
- 6) Stages of Event Management
- 7) The purpose, the concept, the message and the target audience
- 8) News Management.
- 9) Catering. Technical support. Security measures, risks and errors
- 10) Techniques for generating creative concepts
- 11) Benchmarking
- 12) Structural elements of the event scenario
- 13) Event Marketing as a tool for Human Resource Management
- 14) Special event in Political Communication and personal branding
- 15) Event Marketing for non-profit organizations
- 16) Event Marketing as a tool for management of corporate image and brand
- 17) Event Marketing tools: ATL
- 18) Event Marketing tools: BTL
- 19) Event Marketing tools: Direct Marketing
- 20) MICE-industry
- 21) Event budgeting
- 22) Tendering and selection of contractors
- 23) Sponsorship package and sponsorship privileges
- 24) Event performance criteria for the clients
- 25) Event performance criteria for the clients

Topics for abstract messages on "Basic Concepts of Event Marketing":

- 1) Marketing Communications Mix
- 2) History of Event Marketing
- 3) Modern Target Audience
- 4) Key Facts about Event Marketing in Belarus (the Country of Origin)
- 5) Features of Event Security
- 6) Printed or Electronic Media?
- 7) Risks and Hazards of the Event
- 8) Time Management in Event Marketing
- 9) Six Ps in Event Marketing
- 10) How to Deal with VIPs?
- 11) Paperwork in Event Management
- 12) Media in Belarus (the Country of Origin)
- 13) Events Forming a Corporate Culture
- 14) Events in the Election Campaigns
- 15) Social Media Promotion for events

Guidelines for the general study of "Basic Concepts of Event Marketing"

The purpose of guidelines is to provide a rational organization of the subject learning, as well as to teach the undergraduates to use various forms of self-study.

Thus, the undergraduates, first of all, need to look at the content of the curriculum as well as at the goals and objectives of the course.

Recommendations how to prepare for lectures

The subject study requires a systematic and coherent accumulation of knowledge, therefore, individual absences do not allow students to master the subject thoroughly. It is therefore necessary to control systematically students' work during lectures.

The undergraduates are recommended:

- before each lecture to view a curriculum, which will save time for note-taking of the theme and key issues at lectures, as well as the books for reading;
- for a certain lecture to bring the relevant material "on paper" sent by a lecturer to the " group mailbox." This material will be commented and supplemented directly at the lecture;
- before the following lecture it is necessary to view the notes of the previous lecture. If you experience problems in the perception of the material you should address to the primary literature or to the lecturer.

Recommendations how to prepare for seminars

The undergraduates should:

- bring literature recommended by the teacher for a certain class;
- to study theoretical material corresponding to the class topic;
- theoretical material should be correlated with the legal provisions, as they may be amended, which are not always reflected in the academic literature.

The undergraduates who have missed a class are recommended to come for the consultation to the teacher and make a report on the missed topic. The undergraduates that do not report on the topic before the session, miss the opportunity to get the desired score for the corresponding semester.

Recommendations for self-study

Conditionally independent student work can be divided into mandatory and controlled (guided). *mandatory* independent work allows a student to get ready for current classroom studies. The results of this self-study are manifested in the activity of a student in the classroom and the qualitative level of reports made, tests performed, and other forms of performance monitoring.

The guided independent work aimed at deepening and reinforcement of knowledge of a student, the development of analytical skills in the subject topics. Wrap-up and evaluation of the forms of independent work are carried out during the contact hours with the teacher.

In self-study the undergraduates should follow these requirements: tasks must be carried out independently and submitted within the due-time period, as well as comply with the requirements for wording.

The undergraduates should:

- fulfill all tasks suggested by the teacher for self-study, and clear out questionable issues at seminars and consultations;

- in preparation for the exam to work out the relevant theoretical and practical subject units, fixing the ambiguities for further discussions at the planned consultations with a teacher.

Guidelines for the guided independent work on "Basic Concepts of Event Marketing"

In the course of studying "Basic Concepts of Event Marketing" the undergraduates learn to apply the theory of event marketing to the specific market conditions. In this case, *Case method* (Methods of the specific situation analysis) is widely used in teaching. The following material is an example of a practical task for self-study under the methodological guidance of the teacher.

Activity 1: ORGANIZING A PRODUCT LAUNCH

You are a company which specializes in organizing product launches for clients. A major cosmetics house has engaged your services to organize the launch of their new product, 'Magique'. This perfume is going to be marketed as a scent with magical properties, a mysterious essence. The launch must reflect this message.

Your client wants the launch to be a high-profile, glamorous event for a carefully selected audience, comprising the following people:

- _ 20 buyers from top department stores of the country
- _ Trade press journalists
- _ Representatives of radio / television / etc companies

The event must last just a few hours. Your task is to:

1 Plan a launch event that will be spectacular and will give the product the best possible introduction into the market.

2 Select the destination and venue for the event that will be in keeping with the image of the product.

3 Make arrangements for the guests at the event to be transported to the event, given lavish hospitality and, if necessary, provided with overnight accommodation.

4 Find the perfect celebrity to open the event.

5 Organize a press conference as part of the launch event.

6 Produce a detailed budget for the event.

To be successful you must:

- _ Select an appropriate destination and venue
- _ Devise a programme for the launch event that will be spectacular and memorable, and which will reflect the image of the product
- _ Make all the necessary travel, hospitality and accommodation arrangements for the 35 VIP guests, that will make them feel very special
- _ Produce a comprehensive budget that allows for a fee of 15% for your company.

You should produce a report + power point presentation for your client 'selling' your ideas . There is no fixed budget for this project but you must convince the client that the budget you propose will be cost-effective for them.

CURRICULUM APPROVAL PROTOCOL

Academic subject title to be matched	Name of the Department:	Proposals for changes in the curriculum content of the higher education institution on an academic subject	The decision taken by the department that worked out the curriculum (mentioning the date and the protocol number)
1.Intercultural Commutation in Event Marketing	Department of Business English		Protocol № 9 dd. 25.04.2019

Amendments to the curriculum of the higher education institution
on _____ / _____ study year

Number r item	Amendments	Reason

The curriculum is reviewed and approved at the meeting of the department

_____ (protocol number _____ 201_ year).
Name of the Department

Chair of the Department

(Academic degree, academic title) (signature) (Initials Surname)

APPROVED BY
Dean

(Academic degree, academic title) (signature) (Initials Surname)