Department: 14 Tourism

Course title: Event Management: Conception, Marketing and Sponsoring of B2B Conferences

Hours per week (SWS): 2

Number of ECTS credits: 3

Course objective: Building competences in the skills needed for planning and organizing various kinds of events

Prerequisites: Basics in Economics; Participants must demonstrate a sound command of spoken and written English (Level B2) in order to hold presentations, actively participate in discussions, and write a written summary in English.

Recommended reading: Readings recommendations are handed out during the course

Teaching methods: Seminar style / case studies

Assessment methods: Oral presentation, written test

Language of instruction: English

Name of lecturer: Marcus Dworak

Email: marcus.dworak@hm.edu

Link

Course content: The course is giving an introduction into different types of events (e.g. conferences, incentives, sport events) and the most important issues for a successful implementation: concept, content, calculation, marketing, sponsorship and organisation as well as public relations and media cooperations. In their presentations, students will analyse well-known events (e.g. the world economic forum or the academy awards) in a presentation and a paper.

Remarks