

<b>Course title</b>	<b>Cultural &amp; Sports Event Management</b>
<b>Course code</b>	
<b>Type of course</b>	Elective
<b>Level of course</b>	Undergraduate
<b>Year of study</b>	Second (4th)
<b>Semester</b>	Third (7th)
<b>ECTS credits</b>	5
<b>Name of lecturer(s)</b>	Dr Dimitra Papadimitriou, Lecturer
<b>Aim of the Course</b>	The bidding and staging of cultural and sports events present one of the strategic directions of cities exploiting growth opportunities in services including tourism. This course offers an introduction to the existing knowledge on bidding, planning, marketing, management and evaluation of cultural and sports events. The course explores the theories and applied knowledge relevant to successful event management both for locals and visitors. Lectures will cover a range of events including conventions, sports events, festivals, conferences, small scale promotional events etc.
<b>Learning outcomes</b>	<p>At the end of this course the student should be able:</p> <ul style="list-style-type: none"> <li>• To become familiar with the scope and evaluation of events management.</li> <li>• To understand the role of management in bidding and successfully staging cultural and sport events.</li> <li>• To apply relevant management theories to the event management process.</li> <li>• To apply relevant marketing and sponsorship to the vent management process</li> <li>• To describe the various types of event impacts.</li> </ul>

<b>Competences</b>	<p>At the end of the course the student will have further developed the following skills/competences. They will be able:</p> <ul style="list-style-type: none"> <li>□ To effectively apply appropriate management and marketing theories and practices in the event management process.</li> </ul>
	<ul style="list-style-type: none"> <li>• To measure event social and economic impacts of major events and if necessary justify public spending.</li> <li>• To prepare a competitive bidding proposal for staging an event.</li> <li>• To effectively work with clients in delivering event management services.</li> </ul>
<b>Prerequisites</b>	<p>No prerequisite courses are required, but it is highly recommended that students are familiar with organizational theory and behavior and introductory marketing knowledge.</p>
<b>Course contents</b>	<ul style="list-style-type: none"> <li>• Introduction to event related definitions, frameworks, typologies, characteristics.</li> <li>• The size of market demand for events, the structure of demand and determinants.</li> <li>• The event business, commercial organizations &amp; governmental infrastructure.</li> <li>• Social, economic, political, technological and developmental implications related to various types of events</li> <li>• Organizational and planning issues in events, the bidding and screening process.</li> <li>• Managing professional and volunteer staff.</li> <li>• Financial management &amp; budgeting.</li> <li>• The target market of events and the marketing plan</li> <li>• Sponsorship programs, proposal, agreements, other sources of funding.</li> <li>• Risk management, legalities, insurance and safety issues.</li> <li>• Planning and managing the event legacy, event evaluation.</li> </ul>

<b>Recommended reading</b>	<p>Shone, A., &amp; B. Parry (2013). <i>Successful Event Management: A Practical Handbook</i> (4<sup>th</sup> edition), Cengage Learning.</p> <p>Getz, D. (1997). <i>Event Management and event tourism</i>. New York: VanNostrand Rheinhold.</p> <p>Getz, D., (2008). Event Tourism: Definition, evolution, and research. <i>Tourism Management</i>, 29, 403-428.</p> <p>Getz, D., (1989). Special Events, defining the product. <i>Tourism Management</i>.</p> <p>Growther, Ph. (2011). Marketing event outcomes: from tactical to strategic. <i>International Journal of Event and Festival</i></p>
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	<p><i>Management</i>, 2(1), 68-82.</p> <p>Westerbeek, H., Turner, P., &amp; L. Ingerson, (2002). Key success factors in bidding for hallmark sporting events. <i>International Marketing Review</i>, 19(3), 303-322.</p> <p>Kaplanidou, K., &amp; C. Vogt, (2007). The interrelationship between sport event and destination image and sport tourists' behaviours, <i>Journal of Sport &amp; Tourism</i>, 12(3-4), 183-206.</p> <p>Papadimitriou, D. (2013). Service quality components as antecedents of satisfaction and behavioral intentions: The case of a Greek carnival Festival, <i>Journal of Convention &amp; Event Tourism</i>, 14, 42-64.</p> <p><b>Links</b></p> <p>International Journal of Event and Festival Management.  <a href="http://www.emeraldinsight.com/journals.htm?issn=17582954">http://www.emeraldinsight.com/journals.htm?issn=17582954</a></p> <p>Event Management.  <a href="https://www.cognizantcommunication.com/journaltitles/event-management">https://www.cognizantcommunication.com/journaltitles/event-management</a></p> <p>Journal of Sport &amp; Tourism.  <a href="http://www.tandfonline.com/toc/rjto20/current#.UJ11xBaZE">http://www.tandfonline.com/toc/rjto20/current#.UJ11xBaZE</a></p> <p>Journal of Convention &amp; Event Tourism.  <a href="http://www.tandfonline.com/toc/wcet20/current#.UJ11TxBaZE">http://www.tandfonline.com/toc/wcet20/current#.UJ11TxBaZE</a></p> <p>Journal of Venue &amp; Event Management.  <a href="http://www.hrsm.sc.edu/JVEM/vol1issue1.shtml">http://www.hrsm.sc.edu/JVEM/vol1issue1.shtml</a></p>
<b>Teaching and learning methods</b>	Lectures, case studies, group discussions, individual and group assignments.
<b>Assessment and grading methods</b>	<p>The grade is calculated as the weighted average of one extensive project, one presentation and three (3) short assignments.</p> <p>Minimum passing grade: 5</p>
<b>Language of instruction</b>	English

