

Educational Institution "Belarus State Economic University"

**APPROVED**

Rector for Educational Institution  
«Belarus State Economic University»

  
\_\_\_\_\_ A.V. Yegorov

28.08 2024

Reg. No 6052-24/academic

## **BASICS OF EVENT MARKETING**

The curriculum of the educational institution  
for the specialty 7-06-0412-04 "Marketing"

The curriculum is based on the In-depth Higher Education Standard for the specialty 7-06-0412-04 «Marketing», the educational plan for the specialty 7-06-0412-04 «Marketing».

**COMPILED BY:**

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**RECOMMENDED FOR APPROVAL BY:**

The English Speech for Professional Purposes Department of the Belarusian State Economic University  
(Protocol № 9 dated 25.04.2024);

Department of Intercultural Economic Communication of the Belarusian State Economic University  
(Protocol № 11 dated 22.05.2024);

Methodological Committee for the specialties 1-23 01 02 «Language support of intercultural communication (in areas)», 6-05-0231-03 Language support of intercultural communication (with indication of the languages), 7-06-0412-04 «Marketing» (specialization: Event Marketing (in English)) of the educational institution «Belarus State Economic University»  
(Protocol № 5 dated 29.05.2024);

Scientific and Methodological Council of the educational institution “Belarus State Economic University”  
(Protocol №. 8 dated 27.06.2024)

## EXPLANATORY NOTE

The discipline «Basics of Event Marketing» is aimed at formation of knowledge system and expansion of students' competencies in relation to marketing communications, techniques and methods of event marketing, management of special marketing events. The knowledge gained will assist in the professional activities of a marketing specialist and contribute to better development of a marketing strategy and improvement of the management of the organization (enterprise) as a whole.

**The purpose** of teaching the discipline 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.

To achieve the goal, teaching the discipline pursues the following **objectives**:

- 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.

On completing the course of «Basics of Event Marketing» the following **special competence** is formed: SC-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.

On completing the course of «Basics of Event Marketing» the master's student are:

***to 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.

***to 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.

*to possess:*

- 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.

Within the framework of this training programme students are to gain the theoretical and practical knowledge and skills, to develop their moral, personal and spiritual potential as well as to cultivate the virtues of a true citizen and patriot who is able to actively participate in the economic, social and cultural life of the nation.

The subject «Basics 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 7-06-0412-04 in Marketing. The subject «Basics 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.

Form of the in-depth higher education degree program — full-time

The total hours of the course is 198, including 42 hours of lecturing and 20 hours of seminars of the total 62 classroom hours in the 7<sup>th</sup> term.

Self-study — 136 hours.

The labor input accounts to 6 credits.

Exam is used as a form of the midterm assessment.

## COURSE CONTENT

### **Topic 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.

### **Topic 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;

### **Topic 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.

### **Topic 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).

### **Topic 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.

### **Topic 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.

### **Topic 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.

## THE DISCIPLINE-DESIGNED THEMATIC CURRICULUM «BASICS OF EVENT MARKETING»

Number of topics, study units	Name of study units, topics	Number of classroom hours							resources	Academic performance assessment
		Lectures	Practicals	Seminars	Laboratory practicals	Supervised independent study				
						Lectures	Practicals	Seminars		
1	2	3	4	5	6	7	8	9	11	12
<b>7<sup>th</sup> term</b>										
1	General Issues of Event Marketing	6							[1-3]	Express in-class questioning
	General Issues of Event Marketing			2					[4-14]	Learning task, Quiz
2	Events As Tools Of Marketing Communication	6							[1-3]	Express in-class questioning
	Events As Tools Of Marketing Communication			2					[4-14]	Learning task, Quiz
3	Event Management And Event Planning	6							[1-3]	Express in-class questioning
	Event Management And Event Planning			2					[4-14]	Learning

										task, Quiz
4	Creativeness In Event Marketing	6							[1-3]	Express in- class questioning
	Creativeness In Event Marketing			2					[4-14]	Learning task, Quiz
5	Marketing Environment In Event Marketing	6							[1-3]	Express in- class questioning
	Marketing Environment In Event Marketing			2					[4-14]	Learning task, Quiz
6	Event-Market Segmentation	6							[1-3]	Express in- class questioning
	Event-Market Segmentation			2					[4-14]	Learning task, Quiz
7	Event Performance Evaluation	6							[1-3]	Express in- class questioning
	Event Performance Evaluation			2					[4-14]	Learning task, Quiz
	Revision and Consolidation			6					[15-20]	Case study and presentation
<b>Total hours 7<sup>th</sup> term</b>		<b>42</b>		<b>20</b>						<b>Exam</b>
<b>Total hours</b>		<b>42</b>		<b>20</b>						



### References

#### Basic:

- 1) Krasovskaya, N.V. Event marketing : textbook for universities / N.V. Krasovskaya. — 3-e ed., revised. — M. : Yuright Publisher, 2024. — 116 p. (Textbook for universities. Special literature).
- 2) Sakovich, S. M. Event-marketing: textbook / S. M. Sakovich, N.N. Kazjulina. – M.: RuScience, 2021. – 64, [1] c.
- 3) Frankel, N. Event-marketing. All about event organization and promotion / N. Frankel, D. Romyantsev. – SPb. [et al.]: St. Petersburg, 2019. – 316 p.: il. – (Business bestseller).

#### Additional:

- 4) Afanasiadi, O. V. Event–Marketing / O. V. Afanasiadi. – M.: MBS, 2010. – 121 p.
- 5) Craven, R. I. Arrangement of business meetings and events / R. I. Craven, L. D. Golobovski. – M.:AST. – 2008. – 335p.
- 6) Romat, E. Marketing communications: [for bachelor and master students] / E. Romat, D. Senderov. – SPb. [et al.] : St. Petersburg, 2018. – 495 p. – (Text book for universities) (Third standard).
- 7) Romantsov, A. N. Event–Marketing: Nature And Organization Peculiarities /A. N. Romantsov. – M.: Dashkov& K, 2009. — 116 p.
- 8) Haltsbauer, W. Event–Management / U. Haltsbauer, E. Yettinger, B. Knause, R. Mozer, M. Tseller; [transl. from German T. Fomina]. – M.: Eksmo, 2007. — 382 p.
- 9) Shumovich A. Great Events: Event Management Technology And Practice /A. Shumovich. – M.:, 2011. – 249 p.
- 10) 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.
- 11) Leonard, H. Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions / H. Leonard. – New-York: JOHN WILEY & SONS, INC., 2002. – 252 p.
- 12) Westergaard, N. Get Scrappy : smarter Digital Marketing for Businesses Big and Small / N. Westergaard. – New York [et al.] : Amacom, 2016. – 226 p.
- 13) Event marketing strategy for dummies. Cvent special addition / Published by John Wiley and Sons, Inc. – NJ, 2020. – 62 p.
- 14) Sharafutdinova, N.S. Event Marketing as an Effective Tool for Building Long-Term Customer Relationships / N.S. Sharafutdinova, E.N. Novikova, N.G. Xametova, Zh. P. Shnorr, E.S. Rolbina // Advances in Economics, Business and Management Research, volume 131. – Published by Atlantis Press SARL, 2020. – P. 561–565.

#### Online resources:

- 15) <http://www.adme.ru> — The leading advertising portal dedicated to advertisement articles and reviews.
- 16) <http://www.event.ru> — Internet version of a magazine dedicated to special events

and services market.

- 17) <http://www.eventmarket.ru> — Specialized information portal devoted to planning and conducting special events and event marketing.
- 18) <http://www.event-forum.ru> — National Association of event organizers.
- 19) [http:// www.site-intl.org](http://www.site-intl.org) — the official website of the Society of leaders of incentive tourism and travel.
- 20) [http:// www.specialevents.com](http://www.specialevents.com) — Specialized information portal devoted to special events.

**List of questions for exam**

- 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 sponsors

### **Methodical recommendations for self-study of master's students**

Self-study of master's students is a very important stage in obtaining course knowledge.

136 hours are allocated for self-study of a full-time student.

The content of students' self-study includes all the discipline topics from the section «Course content».

Main components of self-study for master's students are the following:

- self-study work in the form of solving individual tasks in the classroom during practical classes under the supervision of a teacher in accordance with the schedule;
- detailed review of sections, topics, certain issues, concepts;
- preparation for revision tasks;
- preparation for seminar classes, including the preparation of reports (including thematic reports), informational and visual materials, abstracts, presentations, essays, etc.;
- work with educational, reference, analytical and other literature and materials;
- preparation for the interim certification.

## Assessment procedures

Assessment is carried out within the framework of monitoring and intermediate certification.

Monitoring tools are used during the term and include the following forms of assessment:

- express in-class questioning;
- quiz;
- study task;
- creative task;

The result of the monitoring during the term is estimated by a mark in points on a ten-point scale and is derived based on the marks put during the activities of the monitoring during the term.

Requirements for the student during the intermediate certification.

Students are allowed to undergo certification in the academic discipline on condition of successful completion of the monitoring certification (monitoring tools) in an academic discipline set out in the current term by this curriculum. Intermediate certification is carried out in the form of defending a term paper, a credit, a graded credit, an exam.

The methodology of forming a mark for an academic discipline

In accordance with the Regulations on the rating system for assessing the knowledge, skills and abilities of BSEU students.

**PROTOCOL OF THE CURRICULUM COORDINATION  
WITH OTHER ACADEMIC DISCIPLINES OF THE SPECIALTY**

Name of the discipline that requires coordination	Name of the department	Proposals for changes in the curriculum content of a higher education institution on the academic discipline	Decision taken by the department that developed the curriculum (indicating the date and number of the protocol)
1	2	3	4
Intercultural Commutation in Event Marketing	Department of Business English	No comments and suggestions 	