

Educational Institution  
Belarusian State Economics University

APPROVED BY

Rector of

Educational Institution Belarusian State  
Economics University

 V.U. Shutilin

28 06 2019

Registration number № ~~40~~ 3952-19/42.

**SERVICES IN EVENT MARKETING**

Programme of Study for specialty 1-26 80 05 Marketing

2019

**COMPLIED BY:**

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**RECOMMENDED FOR APPROVAL:**

By Department of Intercultural Economic Communication, Faculty of International Business Communications, Educational Institution Belarusian State Economics University (Protocol № 9 dated 25.04.2019)

Considered and approved at a meeting of the Scientific and Methodological Council of the Belarusian State Economics University (Protocol № 6 dated 15.06.2019)

## EXPLANATORY NOTE

The purpose of studying the discipline “Services in event marketing” is to develop professional competence, knowledge and skills in order students can use tools and technologies of event marketing in the service sector, taking into account domestic and foreign experience.

Objectives of the discipline:

- inform students about the nature of the service sector, to present its characteristics;
- consider the process of managing communication in the provision of services in event marketing;
- inform about strategies, tactics, mechanisms and methods of providing services in event marketing;
- develop in students practical skills and professional competencies necessary for the event project manager.

The content of the curriculum corresponds to the level of undergraduates' knowledge and skills to do this academic discipline. The success of the study of the discipline “The Specifics of Event Marketing in particular spheres” is ensured by the previous training of students in such disciplines as “Relationship Marketing”, “General Event Marketing” and “Holistic marketing”.

As a result of studying the discipline "Services in event marketing" a student should know

- theoretical and methodological foundations of the process of providing services in event marketing;
- national and cultural specifics of services;
- mechanisms for planning and creating services;
- communication channels in the service sector;
- features of consumer behavior in the market of services.

The master student should be able to:

- use strategies, tactics and methods of communication management in the provision of services;
- analyze the needs and expectations of customers;
- apply tools to create a range of services of the company;
- use communication resources in event marketing;
- manage the process of providing services in event marketing.

The main forms of interim attestation are:

- recitation;
- analytical exercises;
- project.

The recommended form of control is examination (1<sup>st</sup> term).

According to the study plan of Educational Establishment “Belarusian State Economics University”, Specialty 1-26 80 05 Marketing, Specialization: Event Marketing (in English) the total number of hours is 198, in-class hours – 62, lectures – 42 hours; seminars – 20 hours.

## **CONTENT OF STUDY MATERIAL**

### **Plan**

The following topics are included into the subject of the study:

#### **Topic 1. Nature and characteristics of services**

The difference between goods and service. Definition of services and service complex. Characteristics of a service sector. Classification of services. Conceptual model of marketing services.

#### **Topic 2. Managing communications in the provision of services**

Service as a communication system. Customer contact management. The concept of “theater services.” Communicative behavior of employees and customers.

#### **Topic 3. Consumer behavior on the market**

Needs and expectations of customers. Components of customer expectations. The process of acquiring services. Consumer behavior at different points in the service process. Evaluation by consumers of the quality and efficiency of service.

#### **Topic 4. Planning and creating services**

Principles of formation of the range of services in event marketing. Assortment company strategies. Requirements for creating new services. Stages of creating a new service.

#### **Topic 5. Managing service processes in event marketing**

Service system of event-agencies. Ways to provide services. Intermediaries and partners in event marketing. Identify and correct deficiencies in service quality. Personnel management in the process of providing services in event marketing.

#### **Theme 6. Development and presentation of the concept of providing services to a service company**

Analysis of the services of Belarusian and foreign event-agencies. Development of a block diagram of the provision of services by an event-agency.

## CONTENT OF STUDY MATERIAL TOPICS

**2 TERM  
(62 hours)**

| №            | Units   | Hours     |           |
|--------------|---|-----------|-----------|
|              |   | Lectures  | Seminars  |
| 1.           | <b>Nature and characteristics of services.</b> The difference between goods and service. Definition of services and service complex. Characteristics of a service sector. Classification of services. Conceptual model of marketing services.   | 4         | 2         |
| 2.           | <b>Managing communications in the provision of services.</b> Service as a communication system. Customer contact management. The concept of “theater services.” Communicative behavior of employees and customers.  | 8         | 2         |
| 3.           | <b>Consumer behavior on the market.</b> Needs and expectations of customers. Components of customer expectations. The process of acquiring services. Consumer behavior at different points in the service process. Evaluation by consumers of the quality and efficiency of service.                  | 8         | 2         |
| 4.           | <b>Planning and creating services.</b> Principles of formation of the range of services in event marketing. Assortment company strategies. Requirements for creating new services. Stages of creating a new service.  | 16        | 2         |
| 5.           | <b>Managing service processes in event marketing.</b> Service system of event-agencies. Ways to provide services. Intermediaries and partners in event marketing. Identify and correct deficiencies in service quality. Personnel management in the process of providing services in event marketing. | 4         | 6         |
| 6.           | <b>Development and presentation of the concept of providing services to a service company.</b> Analysis of the services of Belarusian and foreign event-agencies. Development of a block diagram of the provision of services by an event-agency.   | 2         | 6         |
| <b>Total</b> |   | <b>42</b> | <b>20</b> |

## STUDY AND METHODOLOGICAL MAP THE SERVICES IN EVENT MARKETING

| Part number<br>topic | Unit, topic  | IN CLASS ACADEMIC HOURS |                   |          |                    |                                 |    |     | Other*                                     | Knowledge control |
|----------------------|--|-------------------------|-------------------|----------|--------------------|---------------------------------|----|-----|--|-------------------|
|                      |  | Lectures                | Practical classes | Seminars | Laboratory classes | Individual work<br>(controlled) |    |     |  |                   |
|                      |  |                         |                   |          |                    | L                               | Pr | Lab |  |                   |
| 1.                   | <b>Nature and characteristics of services.</b> The difference between goods and service. Definition of services and service complex. Characteristics of a service sector. Classification of services. Conceptual model of marketing services.  | 4                       |                   | 2        |                    |                                 |    |     | Handouts. Supportive notes<br>[1-3;5;8,14] | Recitation        |
| 2.                   | <b>Managing communications in the provision of services.</b> Service as a communication system. Customer contact management. The concept of “theater services.” Communicative behavior of employees and customers.   | 8                       |                   | 2        |                    |                                 |    |     | Handouts.Supportive notes<br>[1;3;5;8-9]   | Recitation        |
| 3.                   | <b>Consumer behavior on the market.</b> Needs and expectations of customers. Components of customer expectations. The process of acquiring services. Consumer behavior at different points in the service process. Evaluation by consumers of the quality and efficiency of service. | 8                       |                   | 2        |                    |                                 |    |     | Handouts. Supportive notes<br>[5-6;14;16]  | Recitation        |
| 4.                   | <b>Planning and creating services.</b> Principles of formation of the range of services in event marketing. Assortment company strategies. Requirements for creating new services. Stages of creating a new  | 16                      |                   | 2        |                    |                                 |    |     | Handouts. Supportive notes<br>[1-5;8;9-13] | Recitation        |

|    |   |           |  |           |  |  |  |   |               |
|----|---|-----------|--|-----------|--|--|--|---|---------------|
|    | service.  |           |  |           |  |  |  |   |               |
| 5. | <b>Managing service processes in event marketing.</b> Service system of event-agencies. Ways to provide services. Intermediaries and partners in event marketing. Identify and correct deficiencies in service quality. Personnel management in the process of providing services in event marketing. | 4         |  | 6         |  |  |  | Handouts. Supportive notes<br>[1;3;5;10-11] | Recitation    |
| 6. | <b>Development and presentation of the concept of providing services to a service company.</b> Analysis of the services of Belarusian and foreign event-agencies. Development of a block diagram of the provision of services by an event-agency.   | 2         |  | 6         |  |  |  | Handouts. Supportive notes<br>[2-5;8;15]    | Recitation    |
|    | <b>Total hours</b>  | <b>42</b> |  | <b>20</b> |  |  |  |   | <b>Credit</b> |

## INFORMATIONAL AND METHODOICAL PART

### Literature

#### Main

1. Allen, J. Event Planning: the Ultimate Guide to Successful Meetings, Corporate Events, Fund-raising Galas, Conferences, Conventions, Incentives and other Special Events / J. Allen. – Canada: John Willey and Sons Canada Ltd., 2009. – 417 p.
2. Brown, S. Essential Tips for Organizing Conferences and Events / S. Brown [and others]. – London: Routledge, 2006. – 160 p.
3. Gentsch, P. AI in Marketing, Sales and Service / P. Gentsch. – Switzerland: Springer Nature Switzerland AG, 2019. – 271 p.
4. Goldblatt, J. Special Events: Creating and Sustaining a New World for Celebration / J. Goldblatt. // The Wiley Event Management Series: 7th ed. — Wiley, 2013. – 406 p.
5. Hoffman, D. Services Marketing: Concepts, Strategies, & Cases / D. Hoffman, E. G. John Bateson. – Fourth Edition. – Mason: Cengage Learning, 2010. – 461 p.
6. Horner, S. Leisure Marketing. A Global Prospective / S. Horner, J. Swarbrooke. – Great Britain: ELSEVIER Butterworth-Heinemann, 2005. – 412 p.

#### Additional

7. Allen, J. Confessions of an Event Planner / J. Allen. – Canada: John Willey and Sons Canada Ltd., 2009. – 261 p.
8. Leonard, H. Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions / H. Leonard. — New-York: JOHN WILEY & SONS, INC., 2002. – 252 p.
9. Беквит, Г. Продавая незримое: Руководство по современному маркетингу услуг / Гарри Беквит; Пер. с англ. – М.: Альпина Паблишер, 2012. – 220 с.
10. Демченко, Е.В. Маркетинг услуг: теория, методология, практика: монография / Е.В. Демченко. – Минск: ИВЦ Минфина, 2009. – 280 с.
11. Назимко, А. Событийный маркетинг: Руководство для заказчиков и исполнителей / А. Назимко. — М.: Вершина, 2007. — 112 с.
12. Пасмуров, А.Я. Как эффективно подготовить и провести конференцию, семинар, выставку / А. Я. Пасмуров. – СПб.: Питер, 2006. — 272 с.



13. Романцов, А.Н. Event-маркетинг: сущность и особенности организации / А. Романцов. — М.: Дашков и К, 2009. — 116 с.
14. Сьюэлл, К. Клиенты на всю жизнь / К. Сьюэлл, Пол Б. Браун. — М.: Манн, Иванов и Фербер, 2012. — 232 с.
15. Хальцбауэр, У. Event-менеджмент / У. Хальцбауэр, Э. Йеттингер, Б. Кнаузе, Р. Мозер, М. Целлер; [пер. с нем. Т. Фоминой]. — М.: Эксмо, 2007. — 382 с.
16. Шумович, А. Великолепные мероприятия: технологии и практика event- management / А. Шумович, А. Берлов. — М.: Манн, Иванов и Фербер, 2008. — 336 с.

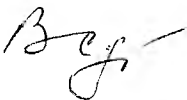
## **Methodical recommendations for students' independent work on Communication Design**

Students' independent work is a vital part of learning the subject matter. It is recommended to devote 2-2,5 hours of individual work to prepare for a 2-hour seminar.

The main focus areas of students' independent work are:

- initial detailed learning study program;
- learning the proposed list of literature, references on the subject, its availability in the library, finding additional literature;
- preparation for seminars according to the developed plan including study main and additional literature for seminars;
- preparation for the credit.

## ПРОТОКОЛ СОГЛАСОВАНИЯ УЧЕБНОЙ ПРОГРАММЫ УВО

| Название учебной дисциплины, с которой требуется согласование | Название кафедры           | Предложения об изменениях в содержании учебной программы учреждения высшего образования по учебной дисциплине | Решение, принятое кафедрой, разработавшей учебную программу (с указанием даты и номера протокола) |
|---|----------------------------|---|---|
| Межкультурная коммуникация в событийном маркетинге            | Делового английского языка | нет<br>                     | Протокол № 9 от 25.04.2019  |
|   |                            |   |   |

ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ УВО  
на \_\_\_\_ / \_\_\_\_ учебный год

| №<br>п/п | Дополнения и изменения | Основание |
|----------|------------------------|-----------|
|          |                        |           |

Учебная программа пересмотрена и одобрена на заседании кафедры

\_\_\_\_\_ (протокол № \_\_\_\_ от \_\_\_\_\_ 201\_ г.)  
(название кафедры)

Заведующий кафедрой

\_\_\_\_\_  
(учёная степень, учёное звание)

\_\_\_\_\_  
(подпись)

\_\_\_\_\_  
(И.О.Фамилия)

УТВЕРЖДАЮ

Декан факультета

\_\_\_\_\_  
(учёная степень, учёное звание)

\_\_\_\_\_  
(подпись)

\_\_\_\_\_  
(И.О.Фамилия)