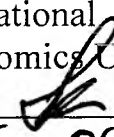


Educational Institution
Belarusian State Economics University

APPROVED BY
Rector of
Educational Institution Belarusian State
Economics University


_____ V.U. Shutilin

25 06 2019
Registration number № 40 3951-19/42

THE SPECIFICS OF MARKETING IN PARTICULAR AREAS
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 25.06.2019)

EXPLANATORY NOTE

The **purpose** of study the discipline “The specifics of marketing in particular areas” is to develop the knowledge and skills of undergraduates in the application of tools and technologies of event marketing in various spheres.

The **objectives** of the discipline include:

- the study of the varieties of marketing strategies, principles, techniques and mechanisms for implementing a successful event;
- familiarization with the methodology of preparation and holding of events in various fields of activity;
- the development of undergraduates practical skills and competencies required 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 marketing in particular areas” is ensured by the previous training of students in such disciplines as “Relationship Marketing”, “General Event Marketing” and “Holistic marketing”.

As a result of the development of the discipline “The specifics of marketing in particular areas” the undergraduate must

Know:

- theoretical and methodological aspects of marketing events organization in various fields;
- national and cultural specifics of marketing events organization and conduct;
- mechanisms for managing events from the point of view of criteria for success of an event in different fields;
- communication resources of marketing events;
- features of event communication support.

Be able to:

- use strategies and techniques to create concepts of events in different areas of activity, to predict the degree of effectiveness of the event;
- apply event marketing tools and strategies as a brand promotion technology through the organization of events;
- use event marketing communication resources;
- develop the scenario for the event.

Have skills:

- self-development and application of the necessary techniques and mechanisms for solving specific tasks in the field of creating, organizing and conducting an event;
- evaluating the effectiveness of event marketing for the company.

The main forms of interim attestation are:

- recitation;
- analytical exercises;

- project.

The recommended form of control is credit (2nd term).

According to 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 108, in-class hours– 36, lectures – 22 hours; seminars – 14 hours.

CONTENT OF STUDY MATERIAL

Plan

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

Topic 1. The basic principles, strategies and techniques of event marketing.

Event marketing in the system of marketing communications. The basic principles of event marketing. Elements of event marketing. National-cultural and landscape-climatic features of the organization of events in event marketing.

Topic 2. Typology of events and development of marketing activities.

Event classification. Stages of development of events in event marketing. Strategies and techniques for developing marketing events. Preliminary analysis of the event in the aspect of predicting its success and analysis of the event from the standpoint of criteria and assessment of the effectiveness of the event.

Theme 3. Features of the organization and holding of events in the field of business and trade (seminars, conferences, exhibitions, meetings, negotiations, corporate events).

Types of events in business and trade, their distinctive features. Organization and running of external business events (seminars, conferences, meetings, negotiations, exhibitions). Organization and running of corporate events (seminars, trainings, meetings).

Topic 4. Organization and running of events on the Internet. The specifics of organizing and conducting events for associations, communities, social organizations and other voluntary associations.

The benefits of online activities. Features of the organization and running online events. Rules of the organization of online events. Features of the development and running of activities for voluntary organizations (associations, communities and other social associations). Communication support of the event to attract participants and sponsors.

Theme 5. Features of the organization and running of events in sport and tourism. The specifics of organizing events in entertainment industry.

Types of events in sport and tourism and their particularities. Technologies and tools of event marketing in sport and tourism. Features of the organization and running of recreational activities. Sports, tourist and entertainment event as an integral business event.

Topic 6. Development and presentation of events in a particular sphere.

Preparation of draft event description in a particular area (defining the goals and objectives of the event, drawing up an event plan, a detailed description of its stages, forecasting its results from the standpoint of its effectiveness criteria).

CONTENT OF STUDY MATERIAL

TOPICS

2 TERM
(36 hours)

| № | Units | Hours | |
|----|--|-----------|-----------|
| | | Lectures | Seminars |
| 1. | The basic principles, strategies and techniques of event marketing. | 2 | - |
| 2. | Typology of events and development of marketing activities. | 4 | - |
| 3. | Features of the organization and holding of events in the field of business and trade (seminars, conferences, exhibitions, meetings, negotiations, corporate events). | 6 | 2 |
| 4. | Organization and running of events on the Internet. The specifics of organizing and conducting events for associations, communities, social organizations and other voluntary associations | 4 | 4 |
| 5. | Features of the organization and running of events in sport and tourism. The specifics of organizing events in entertainment industry | 4 | 2 |
| 6. | Development and presentation of events in a particular sphere | 2 | 6 |
| | Total | 22 | 14 |

STUDY AND METHODOLOGICAL MAP THE SPECIFICS OF MARKETING IN PARTICULAR AREAS

| Part number topic | Unit, topic | IN CLASS ACADEMIC HOURS | | | | | | Other* | Knowledge control | |
|----------------------|---|-------------------------|-------------------|----------|--------------------|---------------------------------|----|---|-------------------|-----|
| | | Lectures | Practical classes | Seminars | Laboratory classes | Individual work (controlled) | | | | |
| | | | | | | L | Pr | | | Lab |
| 1. | The basic principles, strategies and techniques of event marketing. Event marketing in the system of marketing communications. The basic principles of event marketing. Elements of event marketing. National-cultural and landscape-climatic features of the organization of events in event marketing | 2 | | | | | | Handouts.Supportive notes [1-3;7;10;17-19] | Recitation | |
| 2. | Typology of events and development of marketing activities. Event classification. Stages of development of events in event marketing. Strategies and techniques for developing marketing events. Preliminary analysis of the event in the aspect of predicting its success and analysis of the event from the standpoint of criteria and assessment of the effectiveness of the event. | 4 | | | | | | Handouts.Supportive notes [5-6;7-10] | Recitation | |
| 3. | Features of the organization and holding of events in the field of business and trade (seminars, conferences, exhibitions, meetings, negotiations, corporate events). Types of events in business and trade,their distinctive features. | 6 | | 2 | | | | Handouts. Supportive notes [4;8;13-14] | Recitation | |

| | | | | | | | | | |
|----|---|---|--|---|--|--|--|--|------------|
| | Organization and running of external business events (seminars, conferences, meetings, negotiations, exhibitions). Organization and running of corporate events (seminars, trainings, meetings). | | | | | | | | |
| 4. | Organization and running of events on the Internet. The specifics of organizing and conducting events for associations, communities, social organizations and other voluntary associations. The benefits of online activities. Features of the organization and running online events. Rules of the organization of online events. Features of the development and running of activities for voluntary organizations (associations, communities and other social associations). Communication support of the event to attract participants and sponsors. | 4 | | 4 | | | | Handouts. Supportive notes [1-2;11-13] | Recitation |
| 5. | Features of the organization and running of events in sport and tourism. The specifics of organizing events in entertainment industry. Types of events in sport and tourism and their particularities. Technologies and tools of event marketing in sport and tourism. Features of the organization and running of recreational activities. Sports, tourist and entertainment event as an integral business event. | 4 | | 2 | | | | Handouts. Supportive notes [5-6;11-12] | Recitation |
| 6. | Development and presentation of events in a particular sphere. Preparation of draft event description in a particular area | 2 | | 6 | | | | Handouts. Supportive notes [3-4;7-12;15-19] | Recitation |

| | | | | | | | | | | |
|--|--|-----------|--|-----------|--|--|--|--|--|---------------|
| | (defining the goals and objectives of the event, drawing up an event plan, a detailed description of its stages, forecasting its results from the standpoint of its effectiveness criteria). | | | | | | | | | |
| | Total hours | 22 | | 14 | | | | | | Credit |

INFORMATIONAL AND METHODOLOGICAL PART

Literature

Main

1. Gentsch, P. AI in Marketing, Sales and Service / P. Gentsch. – Switzerland: Springer Nature Switzerland AG, 2019. – 271 p.
2. Leonard, H. Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions / H. Leonard. – New-York: JOHN WILEY & SONS, INC., 2002. – 252 p.
3. Saget, A. The Event Marketing Handbook: Beyond Logistics and Planning. – Kaplan, 2006. – 173 p.
4. Stevens, R. Trade Show and Event Marketing. – Preston, 2013. – 256 p.
5. Назимко, А. Событийный маркетинг: Руководство для заказчиков и исполнителей / А. Назимко. – М.: Вершина, 2007. – 112 с.
6. Хальцбауэр, У. Event-менеджмент / У. Хальцбауэр, Э. Йеттингер, Б. Кнаузе, Р. Мозер, М. Целлер.; [пер. с нем. Т. Фоминой]. – М.: Эксмо, 2007. – 382 с.

Additional

7. Allen, J. Confessions of an Event Planner / J. Allen. – Canada: John Willey and Sons Canada Ltd., 2009. – 261 p.
8. Horner, S. Leisure Marketing. A Global Prospective / S. Horner, J. Swarbrooke. – Great Britain: ELSEVIER Butterworth-Heinemann, 2005. – 412 p.
9. Goldblatt, J. Special events. The Roots and Wings of Celebration. / J. Goldblatt. – Canada: John Wiley & Sons.
10. Supovitz, F. The Sports Event Management and Marketing Playbook. – 2nd ed. – Kaplan, 2014. – 498 p.
11. Пасмуров, А. Я. Как эффективно подготовить и провести конференцию, семинар, выставку / А. Я. Пасмуров. – СПб.: Питер, 2006. – 272 с.
12. Романцов, А. Н. Event-маркетинг: сущность и особенности организации / А. Романцов. – М.: Дашков и К, 2009. – 116 с.
13. Шумович, А. Великолепные мероприятия: технологии и практика event – management / А. Шумович. – М.: Манн, Иванов и Фербер, 2008. – 336 с.
14. Успенский, И.В. Интернет-маркетинг / И.В. Успенский. – СПб.: СПГУЭиФ, 2003. – 256 с.

Electronic sources

15. <http://www.eventmarketing.com> — Специализированный информационный портал, посвященный событийному маркетингу.
16. <http://www.event-forum.ru> — Национальная ассоциация организаторов мероприятий.
17. <http://specialevents.com> — Специализированный информационный портал, посвященный проведению специальных мероприятий.
18. <http://www.event.ru> — Интернет-версия журнала, посвященного специальным мероприятиям и рынку услуг.
19. <http://www.eventmarket.ru> — Специализированный информационный портал, посвященный планированию и проведению специальных мероприятий и событийному маркетингу.

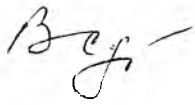
Methodical recommendations for students' independent work on Communication Design

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  | Протокол № 9 от 25.04.2019 |
| | | | |

ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ УВО
на ____ / ____ учебный год

| № п/п | Дополнения и изменения | Основание |
|----------|------------------------|-----------|
| | | |

Учебная программа пересмотрена и одобрена на заседании кафедры

_____ (название кафедры) (протокол № ____ от _____ 201_ г.)

Заведующий кафедрой

_____ (учёная степень, учёное звание)

_____ (подпись)

_____ (И.О.Фамилия)

УТВЕРЖДАЮ
Декан факультета

_____ (учёная степень, учёное звание)

_____ (подпись)

_____ (И.О.Фамилия)