

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230607	SEMESTER	6th (dir. Marketing)
TITLE	EVENT MARKETING		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
COURSE TYPE	OPTIONAL COURSE (dir.)		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning outcomes
<p>Upon successful completion of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Knowledge: be introduced to the concepts of management and planning of events. 2. Understanding: understand and highlight the contribution of events and events to tourism development and to integrate the organization of events in the context of experiential marketing and integrated marketing communication. 3. Application: apply and present the basic design stages and sub-phases of events and manifestations and apply all the above knowledge to the design within the framework of an integrated marketing communication strategy. 4. Analysis: analyze and calculate the impact of events and happenings on the image of a business, a city, and a nation. 5. Composition: obtain an overall and combined picture of MKT decisions as a business operation and have the ability to design and implement an event. The student will also be able to apply the theory of Marketing events and events to create unique experiences for the customers of a business and the visitors of a tourist destination. 6. Evaluation: gain experience in the creative and systematic use of MKT principles, methods, and strategies in planning and evaluation.
General Skills
<ul style="list-style-type: none"> • Search, analysis and synthesis of data and information, for the markets and the prevailing conditions using the appropriate methodology and the necessary technologies

- Adaptation to new situations
- Decision making
- Work in an international environment
- Project design and management
- Exercise criticism and self-criticism
- Promoting free, creative, and inductive thinking

3. COURSE CONTENT

The importance of industrial and business transactions in general (transactions that take place between companies) for the economy and the specifics of the respective markets, led to the development of the course content as a separate branch of marketing.

The course aims to lead students to understand the key features of industrial (B2B) markets and the main differences between industrial (B2B) marketing and consumer product marketing. In addition, the development of technology has allowed the development of techniques that have passed from the field of industrial marketing to the marketing of many consumer products.

The study and development of industrial marketing have contributed to the development of marketing relationships. In addition, his study has special weight and peculiarities in the application of marketing management in areas such as sales management, logistics, and the development of new products and innovations.

1. Conceptual definition of Event Marketing.
2. Event Marketing.
3. Event Marketing Strategies.
4. Communication of the event (Event Promotion).
5. Implementation of the event.
6. Types of events.
7. Analysis of external environment.
8. Marketing mix analysis.
9. Product life cycle and market maturity.
10. Promotion.
11. Event Sponsorship - Event Sponsorship - Event Endorsement.
12. Organizational issues of events and events management.
13. Special forms of Events and manifestations.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Face to Face
ICT USE	Use of audiovisual and interactive material with the help of ICT. Support for the learning process and communication with students through the online platform, Moodle.

TEACHING ORGANIZATION	Activities	Working Load per Semester
	Lectures	39
	Individual Assignment	35
	Self-study	76
	TOTAL	150
ASSESSMENT	<p>I. Written final exam (80%) which includes: - Multiple-choice questions - Problems-solutions related to B2B marketing Comparative evaluation of theory data</p> <p>II. Individual Assignment (20%) The purpose of the assignment is to test the skills developed by the students who are related to B2B marketing and their ability to design and implement a project.</p>	

5. REFERENCES

-Suggested bibliography:

- 1. Vassiliadis, Ch. (2014), Event Marketing and Event Marketing Management, University of Macedonia Publications: Thessaloniki.
- 2. Erber, S. (2009), Event marketing, Propompos Publications: Athens. Allen, J., O'toole W., Harris R., and McDonnell I. (2012), Festival and Special Event Management, Google eBook: John Wiley & Sons. Getz, D., & Page, S. J. (2016). Event studies: Theory, research, and policy for planned events. Routledge: New York.
- 3. Lacey, R., Close, A. G., & Finney, R. Z. (2010). The pivotal roles of product knowledge and corporate social responsibility in event sponsorship effectiveness. *Journal of Business Research*, 63 (11), 1222-1228.
- 4. Zarantonello, L., & Schmitt, B. H. (2013). The impact of event marketing on brand equity: The mediating roles of brand experience and brand attitude. *International Journal of Advertising*, 32 (2), 255- 280.
- 5. Kahle, L. R., & Close, A. G. (2011). Consumer behavior knowledge for effective sports and event marketing. Routledge.