



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
COMM-325	Event Management	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
none	Communications	Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Required	PR, Advertising and Marketing	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Dr Nicholas Nicoli	1 <sup>st</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Conventional (Face-to-face)	No	None

### Course Objectives:

The main objectives of the course are to:

- introduce the fundamentals of event management in a practical and conceptual manner.
- become familiarized with the main terminology of event planning
- become familiarized with the components of event planning, such as budgeting and event day organisation
- understand the notion of team building
- realize the importance of sponsorship management
- consolidate the reasons behind choices of venues and making sure practical elements such as safety measures are addressed
- facilitate confidence in the use of technologies in the planning process
- introduce the basics of communicating for meeting objectives of the event
- be able to control the day of the event logistics and event day management

**Learning Outcomes:**

After completion of the course students are expected to be able to:

- introduce the fundamentals and practices of event management and planning
- organize events and use all the fundamental tools provided to them
- build event plans and budgets with a project management mindset
- use digital platforms in organizing events
- work with sponsors
- build confidence in event planning and management
- work in teams in organizing and planning events

**Course Content:**

- definitions and terminology of event planning and management
- building budgets for events
- knowing the venue and what to search for in terms of safety measures
- working with sponsors
- building communication plans for the event
- the event day and its logistics as well as post-event responsibilities
- discuss cases of events
- working on building events in an empirical manner

**Learning Activities and Teaching Methods:**

Lectures, Presentations, Practical Exercises, Group Assignments, and Assignments.

**Assessment Methods:**

Participation, Home assignments Mid-term exams, Group collaboration, Project, Presentation.

**Required Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Events Management: Principles and Practice (3 <sup>rd</sup> edition)	Razaq Raj and Paul Walters	Sage Publications	2017	ISBN-13: 978-1473948280 ISBN-10: 9781473948280
Event Planning and Management: Principles, Planning and Practice (2 <sup>nd</sup> edition)	Ruth Dowson and David Bassett	Kogan Page	2018	ISBN-13: 978-0749483319 ISBN-10: 0749483318

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Principles of Public Relations	Nicholas Nicoli / Marcos Komodromos	University of Nicosia	2013	