

DISCIPLINE DESCRIPTION

1. Information about the program

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Faculty of Political, Administrative and Communication Sciences
1.3 Department	Department of Communication, Public Relations and Advertising
1.4 Field of study	Communication Science
1.5 Level of study	Master
1.6 Study program / Qualification	Advertising and Public Relations (GERMAN)

2. Information about the discipline

2.1 Discipline title	EVENT MANAGEMENT	Discipline code	UME5213
2.2 Course lecturer	Lect. Paul-Alexandru Fărcaş Ph.D.		
2.3 Seminar assistant	Lect. Paul-Alexandru Fărcaş Ph.D.		
2.4 Year of study	2	2.5 Semester	2
2.6. Evaluation type	Final examination	2.7 Discipline type	DS

3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	36	of which: 3.5 course	24	3.6 seminar/laboratory	12
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					20
Supplementary documentation in the library, on electronic platforms and in the field:					20
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					10
Tutorials					10
Examinations					4
Other activities:					
3.7 Total hours of individual study	64				
3.8 Total hours per semester	100				
3.9 Number of credits	4				

4. Prerequisites (where applicable)

4.1 based on the curriculum	Basic knowledge about public relations, communication, research
4.2 based on competences	Analysis and synthesis skills, teamwork, developing and implementing different type of events

5. Conditions (where applicable)

5.1 for the course	● -
5.2 for the seminar/laboratory	● -

6. Accumulated specific competencies

Professional competencies	<p>C1. In-depth understanding and use of specialized terminology, methodologies and knowledge from the field of communication sciences</p> <p>C2. Advanced use of new information and communication technologies (IT&C)</p> <p>C3. Adapting communication strategies to different types of audiences involved in communication</p> <p>C4. Defining the content and structure of a catalogue or portfolio within a company.</p> <p>C5. Analyzing and planning the way a brand is positioned on the market</p> <p>C6. Collecting data through market research</p>
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Transversal competencies	<p>The graduate will be able to:</p> <ol style="list-style-type: none"> 1. Solve, in a realistic manner, with both theoretical and practical argumentation, common professional situations, to provide an efficient and deontological solution; 2. Apply efficient teamwork techniques, in a multidisciplinary team, accomplishing tasks on hierarchic levels; 3. Self-evaluate the need for professional training for the purpose of insertion and adaptation to the requirements of the labour market; 4. Follow a brief, the work plan and work schedule, adapt to artists' creative demands, follow technical requirements by developers and finish projects within budget; 5. Develop professional networks, build contacts to maintain news flow, build business relationships and use different professional communication channels; 6. Approach problems critically, develop creative ideas and will be able to analyse data collected about consumers and product markets.
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7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> ● By attending this course, students will understand the theoretical concepts of Event Management. They will also be able to analyze patterns of different types of events within the organization or in a specialized agency The course will also offer the possibility to the students to create a new concept of an event, to implement it and at the end to evaluate it. Students will learn to plan and organize an event by combining theoretical elements with practical ones.
7.2 Specific objectives	<ul style="list-style-type: none"> ● Understanding the the theoretical concepts of Event management and the practical part of the discipline ● Learning to create an Event plan, timeline, budget, promotional materials and evaluation methods. ● Learning good skills to organize, implement and evaluate an event

8. Contents

8.1 Course	Teaching methods	Observations
1. Occurrence and evolution of Events	Oral presentation and discussions	
2. Definitions and types of events	Oral presentation and discussions	
3. Preparation for event proposal	Oral presentation and discussions	
4. Basic steps in planning an event	Oral presentation and discussions	
5. Visualizing the important aspect of an event	Oral presentation and discussions	
6. Organizing and timing of an event	Oral presentation and discussions	
5. The participants at an event	Oral presentation and discussions	
8. Marketing and promotion of an event	Oral presentation and discussions	
9. Financial aspects included in the budget	Oral presentation and discussions	
10. Monitoring, control and Evaluation	Oral presentation and discussions	
11. Presentations of the organized events	Oral presentation and discussions	
12. Presentations of the organized events	Oral presentation and discussions	
Bibliography:		

Doug Matthewss. Special event production – the process, Elsevier, 2008.
 Leonard H. Hoyle, CAE, CMP. Event marketing : how to successfully promote events, festivals, conventions, and expositions, John Wiley & Sons, Inc., New York, 2002.
 Peter E. Tarlow Event risk management and safety, John Wiley & Sons, Inc., New York, 2002.
 Razaq Raj and James Musgrave. Event Management and Sustainability, *Leeds Metropolitan University, UK, 2006*
 Stephan Schäfer-Mehdi. *Organizarea evenimentelor*, ed. All, 2008;

8.2 Seminar / laboratory	Teaching methods	Observations
1. Occurrence and evolution of Events	Discussions and debates	
2. Definitions and types of events	Discussions and debates	
3. Preparation for event proposal	Discussions and debates	
4. Basic steps in planning an event	Discussions and debates	
5. Visualizing the important aspect of an event	Discussions and debates	
6. Organizing and timing of an event	Discussions and debates	
5. The participants at an event	Discussions and debates	
8. Marketing and promotion of an event	Discussions and debates	
9. Financial aspects included in the budget	Discussions and debates	
10. Monitoring, control and Evaluation	Discussions and debates	
11. Case studies	Discussions and debates	
12. Case studies	Discussions and debates	

Bibliography:

Doug Matthewss. Special event production – the process, Elsevier, 2008.
 Leonard H. Hoyle, CAE, CMP. Event marketing : how to successfully promote events, festivals, conventions, and expositions, John Wiley & Sons, Inc., New York, 2002.
 Peter E. Tarlow Event risk management and safety, John Wiley & Sons, Inc., New York, 2002.
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9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program’s corresponding field

- Event management optional course is one that offers students the opportunity to practice event planning. It offers a large amount of information that can be used in the Event planning industry once a student participates in this course. The theoretical aspects of the course are based on practical activities that will help students to acquire experience and be able to organize and implement a real event.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Evaluation of the acquired knowledge and the use of the specific terminology	Final project	100%
10.5 Seminar/laboratory			

10.6 Minimum performance standard

- After attending the Event Management course students should know basic elements of planning, activities, organizing tasks, coordinating team members, budgeting, monitoring and evaluation. Students should also know how to work in teams and how to adapt to different types of situations during the event that are organizing

Date
1 October 2024

Course lecturer signature
PhD Paul-Alexandru Fărcaș



Head of department's signature
Prof. dr. Ioan Hosu

