#### card of course

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| Subject name | Event Marketing |

1. The placement of the subject in the study system

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| 1.1. Field of study | Management |
| 1.2. Form and path of study | Full-time/Part-time |
| 1.3. Level of education | First-cycle studies |
| 1.4. Study profile | Practical |

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| 1. 5. Specialty | - |
| 1.6. Subject Coordinator | Mgr inż. Małgorzata Lipczyńska |

2. General characteristics of the subject

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| 2.1. Belonging to a subject group | Directional/Practical |
| 2.2. Number of ECTS | 2 |
| 2.3. Language of lectures | Polish |
| 2.4. Semesters in which the subject is taught | V |
| 2.5.Criteria for selecting course participants | - |

1. Learning outcomes and course delivery
   1. Subject Objectives

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| No. | Subject Objectives |
|
| C1 | Familiarization with the process of planning, organizing and implementing various types of promotional events aimed at building a brand and increasing company recognition |
| C2 | Development of skills in planning and risk analysis of event marketing events. |
| C3 | Acquiring the ability to creatively search for unconventional marketing solutions. |

* 1. Subject-specific learning outcomes, divided into knowledge , skills and competences , with reference to the directional learning outcomes

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| --- | --- | --- | --- | --- | --- | --- |
| No. | Description of subject  learning outcomes | Reference to  directional effects  learning (symbols) | Method of implementation (mark "X") | | | |
| ST | | NST | |
| Classes at the University | Activities on  the platform | Classes at the University | Activities on  the platform |
| After passing the course, the student knows and understands **the knowledge** | | | | | | |
| W1 | Understands the scheme of event marketing activities tailored to the needs of a specific enterprise. | Z1\_W13 | X |  | X |  |
| W2 | Possesses knowledge of the individual steps of the event marketing plan. | X |  | X |  |
| After passing the course, the student is **able** to: | | | | | | |
| U1 | Can describe the effects of marketing communications in the form of an event. | Z1\_U01  Z1\_U02  Z1\_U07  Z1\_U18 | X |  | X |  |
| U2 | Is able to analyse and interpret the marketing activities of a selected organisation (its mission, target groups and main goals) in order to create a project of an appropriate event marketing activity consistent with the overall goals of that organisation. | X |  | X |  |
| U3 | Is able to plan event promotions and a strategy for reaching the target group. | X |  | X |  |
| U4 | Possesses the ability to analyze the expenses and risks of a planned marketing event. | X |  | X |  |
| After completing the course, the student is ready to take part in **social competences.** | | | | | | |
| K1 | Is able to think in an entrepreneurial and creative manner regarding the concept of event marketing activities for a selected company as part of project preparation. | Z1\_K02 | X |  | X |  |
| K2 | It is focused on implementing tasks and achieving assumed goals related to the event marketing project. | X |  | X |  |

3.3. Forms of teaching and their number of hours - Full-time studies (ST), Part-time studies (NST)

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Path | Lecture | Exercises | Design | Workshop | Laboratory | Seminar | Lecturer | Classes conducted using distance learning methods and techniques in the form of ………………. | Other | **ECTS points** |
| **ST** |  |  | 20 |  |  |  |  |  |  | 2 |
| **NST** |  |  | 10 |  |  |  |  |  |  | 2 |

3.4. Content of education (separately for each form of classes: (W, ĆW, PROJ, WAR, LAB, LEK, OTHER). It should be marked (X) how the given content will be implemented (classes at the university or classes on the e-learning platform conducted using distance learning methods and techniques)

TYPE OF CLASS: PROJECT

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| --- | --- | --- | --- | --- | --- | --- |
| No. | Content of the course | Reference to subject-specific learning outcomes | Method of implementation (mark "X") | | | |
| ST | | NST | |
| **Classes at the University** | **Activities on  the platform** | **Classes at the University** | **Activities on  the platform** |
| 1. | Event marketing – goals, tasks, target groups, types | W1  K1  U2 | X |  | X |  |
| 2. | Key elements of event marketing | W1  U1  K1 | X |  | X |  |
| 3. | Detailed description of the event (place, time), event scenario and schedule | W2  U1  K1 | X |  | X |  |
| 4. | Creating and managing a project team for event marketing activities | W2  K1 | X |  | X |  |
| 5. | Defining material resources for event marketing purposes | W2  U4  K2 | X |  | X |  |
| 6. | Event promotion and strategy for reaching target groups | W2  U3  K2 | X |  | X |  |
| 7. | Implementation of the event marketing project | W2  U4  K2 | X |  | X |  |
| 8. | Summary of classes and discussion of grades. |  | X |  | X |  |

3.5. Methods of verifying learning outcomes (indication and description of methods of conducting classes and verification of achievement of learning outcomes and method of documentation)

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| --- | --- | --- | --- |
| Subject Effects | Teaching methods | Methods of verifying learning outcomes | Documentation methods |
| KNOWLEDGE | | | |
| W1-W2 | Project work, discussion and seminar, case study analysis, digital storytelling | Creation of a project (strategy) of marketing events for a selected company in groups. The strategy should include the following elements: goals, recipients, strategies for reaching recipients, detailed description of events, schedule, resources, methods of event promotion, risk definition | Rated project |
| SKILLS | | | |
| U1-U4 | Project work, digital storytelling | Carrying out a project (strategy) of marketing events for a selected company in groups. The strategy should include the following elements: goals, recipients, strategies for reaching recipients, a detailed description of events, a schedule, resources, methods of event promotion. risk determination | Rated project |
| SOCIAL COMPETENCES | | | |
| K1-K2 | Working on the project | Creation of a project (strategy) of marketing events for a selected company in groups. The strategy should include the following elements: goals, recipients, strategies for reaching recipients, detailed description of events, schedule, resources, methods of event promotion, risk definition | Rated project |

3.6. Assessment criteria for the achieved learning outcomes

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| Learning effect | For a grade of 3 or "pass."  the student knows and understands/is able to/is ready to | For a grade of 3.5, the student knows and understands/is able to/is ready to | For a grade of 4, the student knows and understands/is able to/is ready to | For a grade of 4.5, the student knows and understands/is able to/is ready to | For a grade of 5, the student knows and understands/is able to/is ready to |
| W | 51-60% of knowledge indicated in learning outcomes | 61-70% of knowledge indicated in learning outcomes | 71-80% of knowledge indicated in learning outcomes | 81-90% of knowledge indicated in learning outcomes | 91-100% of knowledge indicated in learning outcomes |
| U | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |
| K | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |

3.7. Literature

**Basic**

1. Armstrong Gary; Kotler Philip, Marketing: an introduction, Pearson Education, Harlow 2015.
2. Baines Paul; Fill Chris; Page Kelly, Marketing, Oxford University Press, Oxford 2008.
3. Bakalarska J., 3 narzędzia dla event managerów, które warto poznać, https://marketinglink.pl/3-narzedzia-dla-event-managerow-ktore-warto-poznac/
4. Kozłowska I., Event marketing jako narzędzie do budowania relacji, https://marketingibiznes.pl/marketing/event-marketing-jako-narzedzie-do-budowania-relacji

**Supplementary**

1. Ouwersloot Hans; Duncan Tom, Integrated Marketing Communications, McGraw-Hill London 2008
2. P. Litwin., Cena eventu w perspektywie inwestycji w marketing, https://lheventstudio.com/blog/cena-eventu-w-perspektywie-inwestycji-w-marketing
3. M. Wolniak, Event jako narzędzie PR, https://marketingibiznes.pl/pr/event-jako-narzedzie-pr/

4. Student workload - ECTS points balance

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| --- | --- | --- |
| **Types of student activity** | **Student Load** | |
| **ST** | **NST** |
| **Classes requiring direct contact between the student and the academic teacher at the university premises** | **20** | **10** |
| Classes included in the study plan | 20 | 10 |
| **Student's own work** | **30** | **40** |
| Ongoing preparation for classes, preparation of project work/presentations/etc. | 15 | 20 |
| Preparation for passing classes | 15 | 20 |
| **TOTAL STUDENT HOURLY LOAD** | **50** | **50** |
| **Number of ECTS points** | **2** | **2** |

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| Last change date | 30/09/2024 |
| The changes were introduced | ZAZ Education Quality Team |
| The changes were approved | Mgr Anna Bielak |