

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF „MANAGEMENT“
DEPARTMENT „MARKETING“

Adopted by the FC: record №12/29.04.2024

Adopted by the DC: record №10/15.04.2024

ACCEPTED BY:

Dean:

(Assoc. Prof. Dobrin Dobrev, PhD)

SYLLABUS

SUBJECT: EVENTS PLANNING AND DESIGN

DEGREE PROGRAMME: International Business (in English); BACHELOR'S DEGREE

YEAR OF STUDY: 3; SEMESTER: 6

TOTAL STUDENT WORKLOAD: 240 hours; incl. curricular 60 hours

CREDITS: 8

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	30 30	2 2
EXTRACURRICULAR	180	-

Prepared by:

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„Economics and Organization of Tourism“ (Prof. Georgina Lukanova, PhD)

I. ANNOTATION

The main focus of the course is on the conceptual foundations and the specialized knowledge for managing and designing the different types of events such as cultural, sports, entertainment, tourism and more.

The specific objectives of the discipline are related to the acquisition of knowledge about:

- *The nature and peculiarities of the different types of special events;*
- *Event planning;*
- *Basics of Event Design and Technology;*
- *Event Design;*
- *Event Transport and Logistics;*
- *Organization of event realization;*
- *Event Marketing;*
- *Event Monitoring and control;*

After the completion of training in this discipline students should know:

Key product features of the different types of events, the planning activities, the design, organization and control of events, as well as the trends of their development. An important contribution of the course is to explain/illustrate the theory through numerous successful practices, advanced processes and activities in the field of special events, animation and leisure.

The trainees will gain the ability to expand their knowledge and form new skills in event management in the contexts of new trends in event management logistics.

The course is structured in four main parts as follows: the first part deals with essential, characteristics and structure of the product of special events, in the second part the focus is on the importance of events planning and design; in the third part the focus is on the features of event marketing and in the fourth part the focus is on the realization of the events.

The key competences that students will apply after completing the "Events Planning and Design" training course are: personal competence; civil competence; entrepreneurial competence and competence of cultural awareness and expression.

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
THEME 1. EVENT MANAGEMENT-INTRODUCTION		3	3	
1.1.	Nature and classification of events			
1.2.	The essence and tasks of event management			
1.3.	Event management objectives			
THEME 2. EVENT PLANNING		4	4	
2.1.	Characteristics of the types of events (corporate events, private events, concerts and festivals, sports events, exhibitions, tourist events, disasters and accidents)			
2.2.	Defining goals and expected results of the event			
2.3.	Action plan developing			
2.4.	Event budget developing			
2.5.	Fundamentals of event design			
THEME 3. EVENTS DESIGN		4	4	
3.1.	Design of event			
3.2.	Event decor			

3.3.	Technological equipment of events. Features.			
3.5.	Complex organization of events. Complex organization of cultural events. Complex organization of sport events. Complex organization of tourist events.			
THEME 4. EVENTS ORGANIZATION		5	5	
4.1.	Transportation and event logistics			
4.2.	Complex organization and service of events			
4.3.	Complex organization and service of cultural events			
4.4.	Complex organization and service of sport events			
4.5.	Complex organization and service of tourism events			
THEME 5. EVENT MARKETING		4	4	
5.1.	Determination of channels for selling the event			
5.2.	Identifying the sources and means of financing the event			
5.3.	Determining the value / cost of participation or consumption			
THEME 6. EVENTS SALES AND FINANCING		5	5	
6.1.	Determination of channels for selling the event			
6.2.	Identifying the sources and means of financing the event			
6.3.	Determining the value / cost of participation or consumption			
THEME 7. EVENT REALIZATION-MANAGEMENT, MONITORING AND CONTROL		5	5	
7.1.	Creating and leading an event team			
7.2.	Allocation of responsibilities, powers and resources within the team			
7.3.	Defining indicators for monitoring, measuring the achievement of goals and outcomes and control			
Total:		30	30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Presentation	1	20
1.2.	Case study	4	20
1.3.	Coursework on a predefined topic	1	40
Total midterm control:		6	80
2.	Final term control		
2.1.	Examination (test)	1	100
Total final term control:		1	100
Total for all types of control:		7	180

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Великова, Е. Концептуална рамка на събитийния мениджмънт в туризма. Научни трудове. УНСС. бр. 63, с. 57-66, 2023
2. Рафаилова, Г., Кадиева, С. Мениджмънт и маркетинг на събитията. Варна: Наука и икономика, 2020
3. Янчева, К. Възможности за развитие на MICE туризъм в град Варна (на примера на културно-развлекателен комплекс „Морско казино”), MICE туризъм: фестивали, инсентиви, конференции, изложения, Дванадесети Черноморски туристически форум, Варна 2019, изд. Славена, с. 217-231, ISBN 978-619-190-149-4
4. Янчева, К. Град Варна като дестинация за развитие на MICE ТУРИЗЪМ, научни трудове от кръгла маса „Специализирани видове туризъм”2-4 юни, Академично издателство на Аграрен Университет-Пловдив, Том LX, кн 1, 2016, с. 263, ISSN print 1312-6318, online 2367-5845
5. Judy, Allen, Confessions of an Event Planner, John Wiley and Sons, Canada, 2009
6. Graham, Burrige, Events Design and Experience, Butteworth Heinemann, Routledge, 2011
7. Halsey, Troy, Freelancer’s Guide to Corporate Event Design, Taylor and Francis, New York, 2010
8. Klaus, Weiermair, Christine Mathies, The Tourism and Leisure Industry. Shaping the Future, The Haworth Hospitality Press, New York, Oxford, 2004
9. Rimmington, Michael, Clare Williams, Alison Morrison, Entrepreneurship in the Hospitality, Tourism and Leisure Industries, Routledge, 2011
10. Roberts, Ken, The Business of Leisure, Macmilan Education, Palgrave, 2016
11. Yancheva, K. Guidelines for Improving an Event Tourism Product. Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series, 12(2), pp.126-138. <https://doi.org/10.56065/IJUSV-ESS/2023.12.2.126>, 2023
12. Yancheva, K. Technology for development and implementation of folklore animation product in tourism, Югозападен Университет „НЕОФИТ РИЛСКИ” – БЛАГОЕВГРАД, Стопански Факултет, Катедра Туризъм, Международен

туристически форум “СПА и ВИНО” 16.10.2014 – 20.10.2014, Интерхотел Сандански (Сандански, България) и о-в Корфу (Гърция).

13. Yancheva, K., Bulgarian folklore as the competitive advantage of tourism product, XIV Международная научно-практическая конференция "Практика использования концепции маркетинга предприятиями и предпринимательскими структурами", 23-24 апреля 2013 г., ФГБОУ ВПО «Дагестанский государственный университет», Министерство торговли и внешнеэкономических связей Республики Дагестан.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Davidson, R. and Rogers, T. Marketing destinations and venues for conferences, conventions and business events: a convention and event perspective. Oxford: Butterworth-Heinemann, 2015
2. Dowson, R., Event Planning and Management: Principles, Planning and Practice, Kogan Page, 2022
3. Mallen, C. Event Management in Sport, Recreation, and Tourism Theoretical and Practical Dimensions, Routledge, 2024
4. Stein, K. Experience & Event Design, Avedition GmbH, 2023
5. Wilson, Robert., Joyce, John., Finance for Sport and Leisure Managers, Routledge, 2008