



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

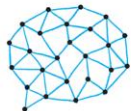
1.1. Course Name	Manifestation Management								
1.2. Study Programme	Tourist Destination Management and Marketing undergraduate professional study programme								
1.3. Course Short Name	MEMA	1.7. Year of Study	Third						
1.4. Course Code	TDM19349	1.8. Semester	Sixth / Summer						
1.5. Course Status	Obligatory	1.9. ECTS	4						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Structure</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>20</td> </tr> <tr> <td>Exercises</td> <td>10</td> </tr> </tbody> </table>	Course Structure	Hours	Lectures	20	Exercises	10	1.10. Class Venue and Schedule	Bernays – According to published schedule
Course Structure	Hours								
Lectures	20								
Exercises	10								

2. TEACHING STAFF

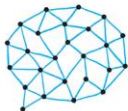
2.1. Lecturer in Charge	Krešimir Dabo	2.6. Course Associates
2.2. Academic Rank	MA	2.7. Academic Rank
2.3. Teaching Rank	Senior Lecturer	2.8. Teaching Rank
2.4. Contact e-mail	kresimir.dabo@bernays.hr	2.9. Contact e-mail
2.5. Consultations	According to published schedule	2.10. Consultations

3. COURSE DESCRIPTION

3.1. Course Objectives	The objective of the course “Manifestation Management” is to enable students to understand the concept, shape, type, and importance of events and manifestations for a tourist destination. Refer students to the role of animation and companies for the management of events and manifestations and all elements of the process of creation, development, planning, securing resources and operational implementation of events and manifestations. Provide students with the knowledge and skills necessary to manage the preparation and implementation of smaller events or segments of preparing and implementing manifestations. Provide an understanding of the characteristics of the market, consumer behaviour, the importance of research and market segmentation and the creation of themes and the image appropriate to the target group of consumers of events and manifestations. Refer students to the specific marketing manifestations and events. Provide students with the knowledge and skills necessary to conduct marketing operations as well as to design and manage marketing plans of events and manifestations.
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3.2. Enrolment Criteria	There are no requirements for enrolment.																				
3.3. Learning Outcomes	<p>LO1: Describe the concept, shape, type, and importance of events and manifestations for a tourist destination.</p> <p>LO2: Use the basic tools of the operational implementation of events and manifestations.</p> <p>LO3: Manage the preparation and implementation of a smaller event or a segment of preparing and implementing the manifestation.</p> <p>LO4: Develop a business plan for the organization of events as their entrepreneurial project.</p> <p>LO5: Devise a marketing and PR plan for an event.</p>																				
3.4. Course Content	<ol style="list-style-type: none"> 1. Events and manifestations: concept, forms and types of events, tourism potential, the importance for a tourist destination, development perspectives, managers and companies for the management of events and manifestations (EMC). 2. Manifestations and events as products: anatomy of events and manifestations, the process of conceptualization and development of programmes, feasibility assessment. 3. Planning the elements of manifestations and events. 4. Resources for the implementation of manifestations and events: logistics and location, support services, human resources, finances. 5. Operational implementation of events and manifestations: the legal framework, chronological order and schedule management, protocol and VIP participants, risk management, budget management, setting up events, management of human resources, operations management, experience management, security management, management of masses and evacuations. 6. Controlling and evaluation of events and manifestations. Marketing of manifestations and events: market characteristics and consumer behaviour, market research – identifying the audience, the target group of consumers for manifestations and events, market segmentation, market niches, creating a theme and an image of the event, event package types. 7. The objectives, strategies, and tactics of the marketing of events and manifestations: marketing strategies, tactics, and short-term marketing goals. 8. Financing events and manifestations: how to finance events and attract sponsors, the criteria for sponsorship and sponsor research, media as sponsors, the involvement of participants. 9. Promotion and sales of manifestations and events: brand and image, “eventful” and “iconic” concepts; unique selling point, advertising, PR activities, promotion, online promotion, and sales. 																				
3.5. Types of Class Activities	<table border="1"> <tr> <td>X</td> <td>Lectures</td> <td>X</td> <td>Exercises</td> <td>X</td> <td>Field Trips</td> <td></td> <td>Multimedia and Network</td> <td></td> <td>Mentored Paper</td> </tr> <tr> <td>X</td> <td>Seminars and Workshops</td> <td></td> <td>Distance Learning</td> <td></td> <td>Independent Assignments</td> <td></td> <td>Laboratory</td> <td></td> <td>Misc.</td> </tr> </table>	X	Lectures	X	Exercises	X	Field Trips		Multimedia and Network		Mentored Paper	X	Seminars and Workshops		Distance Learning		Independent Assignments		Laboratory		Misc.
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3.6. Course Language	Croatian Language																				
3.7. Student Obligations	Class attendance, exams, project presentation.																				



3.8. Monitoring Student Work and ECTS

1	Class Attendance	Written Exam	Seminar Paper	2	Preliminary Exam(s)	1	Project
	Activities in Class	Oral Exam	Research		Essay		Misc.

3.9. Grading Students during Class and Final Exam

Grade Type	Points
1. Class Attendance	10
2. Preliminary Exam 1	30
3. Preliminary Exam 2	30
4. Project	30
Total Points	100

3.10. Obligatory Literature

1. Van Der Wagen, L., Carlos, B. R. (2008). *Event Management: Upravljanje događanjima*. Zagreb: Mate

3.11. Supplement ary Literature

1. Preston, C. A. (2012). *Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions*. Hoboken: John Wiley & Sons, Inc.
2. Hoyle, L. H. (2002). *Event marketing: how to successfully promote events, festivals, conventions, and expositions*. New York: J. Wiley & Sons.
3. Richards, G., Palmer, R. (2010.) *Eventful Cities: Cultural Management and Urban Revitalisation*, Routledge.
4. Richards, B. (1997). *Marketing turističkih atrakcija, festivala i posebnih događanja*. Zagreb: Potecon.

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires