Master Program in Events Management and Business Tourism

Academic Year: 2017-2018

Teaching guide

Area: Marketing Management in the MICE sector

Subject: Event Design Marketing

Period: Anual

Lecturers:

Mr. Teun den Dekker

C/ Marqués de Mulhacén 40-42
(Campus ESADE Pedralbes Ed. 2)
08034 Barcelona

+34 93 252 28 90
tur@tsi.url.edu
www.tsi.url.edu

HTSI is affiliated to the ESADE Foundation

MODULE: EVENTS MANAGEMENT AND BUSINESS TOURISM

AREA: MARKETING MANAGEMENT IN THE MICE SECTOR

SUBJECT: EVENT DESIGN MARKETING

CODE: MDE17MDE

LANGUAGE: ENGLISH

YEAR: 1

PERIOD: ANUAL

CREDITS: 6 ECTS

1. Subject objectives

- Learn about event design in relation to experience economy, co-creation, design thinking and marketing
- Learn to design events by service design tools
- Learn to plan events beter in order to increase the Return on Investment
- Be aware of the growing importance of events as an important marketing tool

2. Competencies developed

Basic

B06 - knowledge and understanding that provide a basis or opportunity for originality in developing and / or applying ideas, often in a research context

B07 - students can apply their knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study

B08 - students are able to integrate knowledge and handle complexity and formulate judgments based on information that is incomplete or limited, include reflecting on social and ethical responsibilities linked to the application of their knowledge and judgments

B09 - students can communicate their conclusions and the underlying supporting knowledge and rationale to specialists and non-specialists in a clear and unambiguous way.

B10 - students must possess the learning skills that enable them to continue studying in a way that will be largely self-directed or autonomous

Transversales

T01 - Develop interpersonal skills needed to manage multidisciplinary and multicultural teams

T02 - Promote entrepreneurship initiatives and propose new approaches to introduce competitive improvements

T05 -

T06 -

T07 -

3. Content

Session 1: Event Design 1 (TdD).

Session 2: Event Design 2 (TdD).

Session 3: Event Design 3 (TdD).

Session 4: Events & emotion (GM).

Session 5: Company visit / case study (TdD).

Session 6: Events Return on Investment (TdD).

Session 7: Experiential Marketing (TdD).

Session 8: Online Marketing for Events (TM).

Session 9: Wrap-up and working session (TdD).

Session 10: Final presentations and wrap-up (TdD).

4. Teaching methodology

Plenary Lectures.

Plenary Lectures.

Case Studies.

Case Studies.

Self-study or Study Groups.

Self-study or Study Groups.

Working individually or in groups.

Working individually or in groups.

Guided Tours. Company visit

Guided Tours. Company visit

Readings.

Readings.

5. Assessment activities

Regular examination call

• **Reference list & article summary (for full description see Moodle) (Mar, 23/2018)**

Academic Work (Individual - 15%)
Evaluated competences: B08, B10

• **Event Design Assignment (for full description see Moodle) (Apr, 04/2018)**

Academic Work (Individual - 30%)
Evaluated competences: B06, B07, B09

• **The Moritz case (for full description see Moodle) (Apr, 13/2018)**

Case analysis (Individual - 15%)
Evaluated competences: B07, B08

• **Group presentations (for full description see Moodle) (Apr, 17/2018)**

Academic Work (Group - 40%)
Evaluated competences: B06, B07, B09, T01, T02

Resit examination call

• **Academic Work (Individual - 100%)**
Evaluated competences: Depending on missed assignment(s), choosen from B06, B07, B08, B09, B10, T1, T2

6. Bibliography

Mandatory readings

Binkhorst, E. and T. den Dekker (2009), Agenda for co-creation tourism experience research. Journal of Hospitality Marketing and Management, Special issue Experience Marketing, Vol 18 (2-3), 1-17 (Moodle)

Binkhorst, E. (2008), Turismo de co-creación: valor añadido en escenarios turísticos. Revista de investigación en turismo / Journal of tourism research, Vol 1 (1) 40-51 (Moodle)

Bowdin, Glenn, Mc Donnell, Allan, O'toole (2006), Events Management, Butterworth-Heinemann, Oxford (CDT)

Faust, Merdes, Siebel (2012), Event Management Meets Service Design. Touchpoint, Vol 4 (2) 12-15 (hard-copy in class)

Pine, J. and Gilmore J. (1999), The experience economy, work is theatre and every business is a stage. Harvard Business School Press, Boston (CDT)

Phillips, J., M. Myhill and J. B. McDonough, Proving the value of meetings and events, how and why to measure ROI. ROI Institute and MPI, USA, 1-26 (CDT)

Stickdorn M., Schneider, J. (2011) This is Service Design Thinking. BIS Publishers, Amsterdam. 1-143 (CDT)

Prahalad C.K. and V. Ramaswamy (2004), Co-creation experiences: the next practice in value creation, Journal of interactive marketing, Vol. 18, (3), 5-14 (CDT)

Shaparova, N. (2013), Event Co-creation, Case: Restaurant Day at Porvoo Campus. Bachelor Thesis DP in International Business HAAGA-HELIA, 1-57 (Moodle)

Vanneste, M. (2007), Meeting Architecture, a manifesto. Vestagraphics, Poland (CDT)

Recommended readings

Stickdorn M., Schneider, J. (2011) This is Service Design Thinking. BIS Publishers, Amsterdam. 144-373

Phillips, P.P., J. Phillips (2005) Return on Investment (ROI) Basics. Alexandria: ASTD Press.

Torrents, R. (2005). Eventos de empresa. El poder de la comunicación en vivo. Barcelona: Ediciones Deusto.

Eventoplus Magazine, monthly event magazine by Grupo Eventoplus

Touchpoint, The Journal of Service Design (2012). Volume 4 (2).

7. Lecturer/s

Mr. Teun den Dekker (Head lecturer) - teun.dendekker@htsi.url.edu

Teun den Dekker (1983) obtained his Bachelor of Business Administration (Services Management) in 2005 at Zuyd University in Heerlen (The Netherlands). In 2006 he graduated for the Master Innovative Hospitality Management at HTSI/Universidad Ramon Llull. Teun is partner in a small Dutch-Spanish consulting firm Co-creations and partner/creative director of /LAB Service & Experience Design in The Netherlands. Teun is a visiting lecturer at Zuyd University and Hotel Management School Maastricht and teaches about event management, service design & customer experience.

8. Observations

* Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty´s web site once it is available.
* Academic norms and regulations is an obligation for all the members of the academic community in the faculty.