

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
EVENT CAMPAIGN and STRATEGY MANAGEMENT	HİT2232950	Spring Semester	2+0	2	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	Short Cycle (Associate's Degree)				
Course Type	Elective				
Course Coordinator	Lect. Emine AKBAŞ DEMİRKAN				
Name of Lecturer(s)	Lect. Emine AKBAŞ DEMİRKAN				
Assistant(s)					
Aim	This course's purpose is making the students be acquaint to the basic steps of an event. This course includes the design and production of some events from entertainment sector such as exhibition, concert, festival and corporate activities. In this course which the activities are evaluated via some criteria like vision, aim, target audience and realization. At the same time all processes of an event are discussed over the events which are studied by students.				
Course Content	This course contains; Event Concept and Its Types, Classification of Sport Events and Its Characteristics, Event Partners and Partner Management, Event Management Functions, Human Resources in Event Management, Workforce Groups During Sports Events, Financial Management in Event, Financial Sources in Event, Midterm Exam, Risk Management in Event, Crisis Management in Event, Marketing the Event, The Development Process of Event Marketing Plan, Project Management in Events and Evaluation, Final Exam.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1-Students will be able to evaluate the event management process.			1, 10, 12, 21, 3	A	
2-Students will be able to analyse the financial management in events.			1, 12, 14, 4	A	
3-Students will be able to a sample event.			1, 12, 16, 17, 8	A	
4-Students will be able to define the basic concepts about the event management in sports.			1, 14, 2, 21, 8	A	
5-Students will be able to evaluate the successful events in Turkey and modern world.			1, 12, 17, 2	A	
Teaching Methods	1: Lecture, 10: Brainstorming, 12: Case study, 14: Self-Study, 16: Project Based Learning, 17: Reflective Thinking, 2: Question - Answer, 21: -, 3: Discussion, 4: Exercise, Practice, 8: Teamwork				
Assessment Methods	A: Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Event Concept and Its Types				
2	Classification of Sport Events and Its Characteristics				
3	Event Partners and Partner Management				
4	Event Management Functions				
5	Human Resources in Event Management				
6	Workforce Groups During Sports Events				
7	Financial Management in Event				
8	Financial Sources in Event				
9	Midterm Exam				
10	Risk Management in Event				
11	Crisis Management in Event				
12	Marketing the Event				
13	The Development Process of Event Marketing Plan				
14	Project Management in Events and Evaluation				
15	Final Exam				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Ruken Özgül Kılınç, Halkla İlişkiler ve Etkinlik Yönetimi; Kriter Basım Yayın Dağıtım; İstanbul 2014