Course Syllabus

Code - Course Title	**TRZ490 - Event Management**
Course Type	VI. SEMESTER
Laboratory + Practice	3+0
ECTS	**4.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	

Mode of Delivery	Face to face
Prerequisites	There is no prerequisites and co-requisites.
Courses Recomended	Congress and Event Management, Event Marketing
Recommended Resources	1. Getz, D., & Page, S.J. (2019). Event Studies: Theory, Research and Policy for Planned Events (4th ed.). Routledge. https://doi.org/10.4324/9780429023002
Work Placement	There is none.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Event concept and types of events	
Week - 2		Event management process	
Week - 3		Event planning	
Week - 4		Event project management	
Week - 5		Develop event concepts	
Week - 6		Select event venue	
Week - 7		Staging	
Week - 8		Mid-term	
Week - 9		Event budgets and finance	
Week - 10		Human resource	
Week - 11		Event marketing	
Week - 12		Event Sponsorhip	
Week - 13		Event experience	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Explain the concept of event management.
2	Explain the different types of events.
3	Explain the process of event planning.
4	Analyze the role of creativity in event management process.
5	Explain the event participants.
6	Study about the various types of event management structure.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.