Course Syllabus

Code - Course Title	**TRZ202U - Congress and Event Management**
Course Type	VIII. SEMESTER
Laboratory + Practice	0+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ASSOC. PROF. DR. HAKAN SEZEREL

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	E-learning portal
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to Congress and Event Management	
Week - 2		Destination Management	
Week - 3		Destination Management	
Week - 4		Management and Marketing of International Congresses	
Week - 5		Management and Marketing of International Congresses	
Week - 6		Commercial Exhibition and Fairs	
Week - 7		Commercial Exhibition and Fairs	
Week - 8		Special Event	
Week - 9		Special Event	
Week - 10		Information Technologies and Meeting Management	
Week - 11		Information Technologies and Meeting Management	
Week - 12		Meeting Services in Hotel Businesses	
Week - 13		Event Services and Human Resource Management	
Week - 14		Event Services and Human Resource Management	

Learning Outcomes

#	Learning Outcome
1	Will be able to obtain detailed information about the concept, history and components of congress and event,
2	Having managerial knowledge and skills to organize congresses, fairs and special events at international and national level,
3	Will be able to have managerial knowledge and skills to manage the meeting services process in hotel businesses.

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**