Course Syllabus

Code - Course Title	**TRZ102U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ASSIST. PROF. DR. MUHAMMED KAVAK

Mode of Delivery	Face to face
Prerequisites	none
Recommended Resources	AÖF yayınları (2013) Kongre ve Etkinlik Yönetimi.Yüncü, D. ve Argan, M. (Yayın aşamasında). Etkinlik Pazarlaması.Raj, R., Walters, P. ve Rashid, T. (2009). Events Management An Integrated and Practical Approach.Getz, D. (1997). Event Management and Event Tourism. New York: Van Nostrand Reinhold.Kahle, L. R. ve Close, A. G. (2011). Consumer behavior knowledge for effective sports and event marketing.Wagen, L. (2005). Event management: for tourism, cultural, business and sporting events.
Work Placement	none

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Describing and Classifying events	
Week - 2		The characteristics of event products	
Week - 3		Events stakeholders	
Week - 4		Event marketing plans and strategies	
Week - 5		Marketing information systems in events	
Week - 6		Event product	
Week - 7		Event distribution	
Week - 8		Pricing in Events	
Week - 9		Event Promotion	
Week - 10		People (consumer, volunteer and staff) in Events	
Week - 11		Event Process	
Week - 12		Physical Evidence	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		Consumer behavior in events	
Week - 14		Impacts of events	

Learning Outcomes

#	Learning Outcome
1	Defines events as a tourism product
2	Explain the marketing mix of events
3	Explain the relationship between the events and host destinations,
4	Determine the marketing strategy for events

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**