

**TUTORIAL COURSE FORM – 2019-2020 ACADEMIC YEAR**

<b>Name of the tutorial course (Erasmus/exchange students)</b>	<b>Brand Management and Events Planning</b>
<b>Professor</b>	<b>Name: NICOLETA DOSPINESCU Office: B604 Email: dnicole@uaic.ro</b>
<b>Semester in which the tutorial course is available</b>	<b>Second Semester</b>
<b>No. of ECTS credits</b>	<b>5 Credits</b>
<b>Level of study</b>	<b>Undergraduate Studies, Postgraduate Studies</b>
<b>Short description/Contents</b>	<ol style="list-style-type: none"> <li>1. The brand concept. How it can be managed?</li> <li>2. What brands need events?</li> <li>3. Procedures necessary for the events management.</li> <li>4. Events specific organizations. The best creative events</li> <li>5. The events implications at organizational, economic and social level.</li> <li>6. Event's creative concept</li> <li>7. Useful methods for development of originality events as a source of differentiation of the brands image.</li> <li>8. Event Planning (objectives, information gathering, social and legal responsibilities, demand-supply scenario, implementing).</li> <li>9. Financial management of the event.</li> <li>10. Logistics and creating attractive.</li> <li>11. Mechanisms of the events infrastructure.</li> <li>12. The promotion effort: marketing and PR. Memes</li> <li>13. Issues of safety and security.</li> <li>14. Evaluation of the event results</li> </ol>
<b>Assessment</b>	Final mark = 50%*first project+ 50% * second project
<b>Bibliography</b>	<ol style="list-style-type: none"> <li>1. Anton Shone, Bryn Parry, <i>Successful event management</i>, second edition, Thomson Learning, UK, 2004;</li> <li>2. Donald Getz, <i>Event Studies: Theory, Research and Policy for Planned Events</i>, Butterworth-Heinemann, Burlington, USA, 2007;</li> <li>3. Glen Hvenegaard, Varghese Manaloor, "A comparative approach to analyzing local</li> </ol>

	<p>expenditures and visitor profiles of two wildlife festivals”, in <i>Event Management</i>, vol. 10, 2007, pp. 1-9.</p> <p>4. Judy Allen, <i>The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events</i>, John Wiley&amp;Sons Canada Ltd., 2012</p> <p>5. Wally Olins, <i>The Brand Handbook</i>, Thames &amp; Hudson, 2008</p> <p>6. David A. Aaker, <i>Managing Brand Equity</i>, The Free Press, 2009</p> <p>7. Glenn Bowdin, <i>Events Management</i>, Elsevier, LTD, 2011</p>
<p><b>Observations</b></p>	<p>Each project will be evaluated in both printed and public presentation available formats. Until the final form of the projects, there can be meetings and discussions on the established theme.</p>