



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Activity Management							
Course Code		HAT259		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To inform students about Event Management by explaining the necessary strategies for the successful planning, marketing, implementation and evaluation of the event.							
Course Content		Types of Events, Classification of Events, Five Stages of Event Management: Research, Design, Planning, Coordination and Evaluation, Time Management, Effects of Events on Regional Tourism, Importance of Professionalism in Event Management							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study, Project Based Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	Prof. Dr. Aylin Göztaş, Eylin Babacan, Etkinlik Yönetimi, Detay Yayıncılık, 2011.
2	Ruken Özgül Kılanç, Halkla İlişkiler ve Etkinlik Yönetimi, Kriter Yayınları, 2014.
3	Prof. Dr. M. Şerif Şimşek (Editör), Prof. Dr. Adnan Çelik (Editör), Doç. Dr. Adnan Soysal (Editör), Zaman Yönetimi ve Yönetmel Zamanda Etkinlik, Eğitim Kitabevi Yayınları, 2009.

Week	Weekly Detailed Course Contents	
1	Theoretical	Event Concept and Event Types
2	Theoretical	Stages and Features in Event Management
3	Theoretical	Events and Planning
4	Theoretical	Time Management for Events
5	Theoretical	Event and Human Resources Management
6	Theoretical	Event and Financial Management
7	Theoretical	Event and Event Marketing
8	Intermediate Exam	Midterm Exam
9	Theoretical	Congress Description Congress Causes of Tourism Development, Problems with the Congress Tourism in Turkey
10	Theoretical	Event, Risk and Crisis Management
11	Theoretical	Event and Culture
12	Theoretical	Planning the Meeting as an Event
13	Theoretical	Trade Fairs and Planning
14	Theoretical	Special Events and Planning
15	Theoretical	Evaluation of Event Management
16	Final Exam	Final Exam
17	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Assignment	1	3	1	4
Midterm Examination	1	6	1	7



Final Examination	1	7	1	8
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	To be able to define basic concepts related to event management.
2	To be able to analyze activities financially.
3	To be able to define activity stages and activity types.
4	To be able to form an activity plan on a specific topic.
5	To be able to take responsibility in an activity.

### Programme Outcomes (Public Relations and Publicity)

1	To be able to possess theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	To be able to own an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	To be able to possess a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

### Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	2	3	3	2	3
P2	2	3	3	2	3
P3	2	2	3	2	3
P4	3	2	3	2	2
P5	3	3	3	2	2
P6	3	3	3	3	3
P7	2	3	3	3	3
P8	2	3	3	3	3
P9	2	3	3	2	3

