Online Course Title | The International Event Market
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Technical Requirements | - Fully functional device (laptop, tablet, PC or smart phone)
| - Stable internet connection
| - Software: Zoom (video/audio)
| Recommended hardware: external headset for better sound quality
Course Level & Target Group | Undergraduate students, second stage of study
| The participation requires a higher intermediate or advanced level of English (minimum B1, preferably B2, up to C2) according to the Common European Reference Framework for Languages.
Course Language | This class is being taught in English only.
ECTS | 5 ECTS
Instructor | Team teaching:
| Prof. Dr. Olga Junek
| Prof. Dr. Kim Werner

**Course Description**

This module conveys the international event perspective. Demonstrating the positive and negative impacts and legacies of events, a variety of different events around the world are analysed and discussed. The module demonstrates the importance of events for local, regional and national economies, international tourism and destination marketing.

- Introduction: The international event market
- Key players in the international event market
- Event types and forms
- Events in a globalised world: organising and managing events for diverse target groups and different cultural backgrounds
- Event impacts and legacies
- The role of events for tourism, destination marketing and local, regional and national economies
- Contemporary issues in Event Management
The students who successfully complete this module understand the international event market, including its key players and stakeholders.

They can

- identify the main event types and categories.
- demonstrate a critical understanding of key socio-cultural, political, economic and environmental event impacts and their consequences.
- distinguish event legacies from event impacts and identify positive and negative legacies of major events.
- explain the role of events for national, regional and local economies, international tourism and destination marketing.

The students are able to

- identify and analyze international, national and local issues that impact on organized events.
- identify key event stakeholders and analyze their responses to contemporary event issues.
- develop and discuss strategies to effectively address and manage contemporary event issues applying relevant literature.

The students can demonstrate effective communication and teamworking skills.

They can suggest solutions on how to deal with complex negative event impacts and legacies as well as contemporary issues faced by events.

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**Textbooks**


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**Assessment**

Portfolio examination, assignment