



UNIVERSITI TEKNOLOGI MARA

COM366: EVENT MANAGEMENT IN COMMUNICATION

Course Name (English)	EVENT MANAGEMENT IN COMMUNICATION APPROVED
Course Code	COM366
MQF Credit	3
Course Description	This course introduces the principles and procedures involved in managing an event. It gives emphasis to the importance of management and promotion of events in an efficient and professional manner. The students will be taught the principles of planning, designing, communicating and implementing an event. This course is also devised to impact students with the skills and technique on how to carry out promotional event as well as planning and executing marketing strategies. Students will plan events such as sports, community relations, fund raising, cultural exhibit event or new product/ service introduction as one of the requirements of the course.
Transferable Skills	Applying event management principles through identifying appropriate information and communication tools in order to manage event professionally.
Teaching Methodologies	Lectures, Simulation Activity, Discussion, Presentation
CLO	CLO1 Explain event management principles CLO2 Demonstrate effective communication skills through appropriate information and communication tools in event management CLO3 Demonstrate effective promotional communication skill in event management
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Event Management 1.1) Course Outline 1.2) Assessment 1.3) Teaching Methods	
2. Event Management Trends in ASIA 2.1) Definition of Event 2.2) Types of Event 2.3) The Asian Setting 2.4) Becoming an Event Destination	
3. Events in ASIA 3.1) Event within an ASIAN Setting 3.2) Challenges in ASIAN Environment 3.3) Event Authenticity	
4. Event Sustainability 4.1) Sustainable Event Tourism 4.2) Life Cycle of Events 4.3) Event's Carrying Capacity	
5. The Event Concept 5.1) Environmental Scanning 5.2) SWOT Analysis 5.3) Planning The Event Concept 5.4) Developing The Event Concept 5.5) Event Proposal	

6. Meetings, Incentive Travel, Convention & Exhibition 6.1) MICE Events 6.2) Benefits and Challenges of MICE Events 6.3) Stakeholders and Suppliers 6.4) Destination Selection
7. Event Planning and Logistics 7.1) Event Planning 7.2) Feasibility Study 7.3) Risk Audit 7.4) Planning Considerations 7.5) Destination & Venue 7.6) Physical Capacity 7.7) Impact Assessment 7.8) Infrastructure 7.9) Transportation 7.10) Financial Management 7.11) Event Logistics 7.12) Gantt Chart
8. Event Stakeholders and Partnerships 8.1) The Event Organizer 8.2) The Government 8.3) Associations 8.4) The Media 8.5) The Community 8.6) Sponsors 8.7) Participants 8.8) Caterers 8.9) Venue Providers
9. Integrated Marketing Communications in Event 9.1) An IMC Approach to Event management 9.2) Marketing 9.3) Public Relations 9.4) Advertising and Promotion 9.5) Motives for Event participation : Push & Pull Factors
10. Staging and Managing Events 10.1) Managing Event Around the Theme 10.2) Rehearsal 10.3) Legal compliance and safety management 10.4) Event Shutdown
11. Research and Evaluation Process I 11.1) The Event Evaluation Process 11.2) Social Impact
12. Research and Evaluation Process II 12.1) Event Evaluation I
13. Research and Evaluation Process III 13.1) Event Evaluation II
14. Research and Evaluation Process IV 14.1) Event Evaluation III

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Group Project	20%	CLO2
	Presentation	Preparing an event proposal	20%	CLO3
	Test	Mid Term Exam	20%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> • McCartney, Glenn 2010, <i>Event Management: An ASIAN perspective</i>, Ed., , McGraw- Hill Education (Asia) Boston [ISBN:]
	Reference Book Resources	<ul style="list-style-type: none"> • Shone, A., Parry B., 2004, <i>Successful Event Management: A practical Hand</i>, Ed., , Second Ed. Thomson [ISBN:] • Solomon, J. 2002, <i>An Insiders guide to managing Sports Event</i>, Ed., , Champaign, IL. Human Kinetics. [ISBN:] • Watt, D.C., 1998, <i>Event Management in Leisure and Tourism</i>, Ed., , Addison Wesley Longman. [ISBN:] • William, O.T and Mikolaitis, P 2002, <i>Corporate Event Project Management (The , Ed., , New York</i>

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources