

# COURSE DETAIL

## MANAGEMENT OF CULTURAL EVENTS

**Country**

Italy

**Host Institution**

University of Bologna

**Program(s)**

University of Bologna

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

177

**UCEAP Course Suffix****UCEAP Official Title**

MANAGEMENT OF CULTURAL EVENTS

**UCEAP Transcript Title**

MNGMT CLTRL EVNTS

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

This course is part of the Laurea Magistrale program and is intended for advanced level student. Enrolments is by consent of the instructor. The course provides an overview of the meeting industry, and the basic elements for the acquisition and the organization of a meeting, with reference to the association market. The course discusses topics including meetings and events industry: value, characteristics, jobs, trends and current scenario following Covid-19; requirements and conditions of success; supply chain: venues, main suppliers, quality standards; meeting planners: different companies and services; marketing strategies: how to promote a venue or destination, bidding process for the acquisition of international association meetings; convention bureau: role and main activities; segmentation by initiator: main markets, characteristics, needs, approach and management; different kind of events: characteristics, purposes and formats; main steps and techniques for planning, communicating and organizing an event; and green meetings.

### Language(s) of Instruction

English

### Host Institution Course Number

78710

### Host Institution Course Title

MANAGEMENT OF CULTURAL EVENTS

### Host Institution Campus

BOLOGNA

### Host Institution Faculty

### Host Institution Degree

LM in LANGUAGE, SOCIETY AND COMMUNICATION

### Host Institution Department

Modern Languages, Literatures, and Cultures

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