

TEACHING GUIDE
MARKETING AND PROMOTION OF EVENTS

**GRADO EN PROTOCOLO, ORGANIZACIÓN DE EVENTOS Y
COMUNICACIÓN CORPORATIVA (INGLÉS)**

ACADEMIC YEAR 2024-25

Date: 11-07-2024



I.-Subject Identification	
Type	OBLIGATORIA
Teaching period	3 course, 2Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation
<p>Marketing and Promotion of Events introduces the strategic and operational approach towards marketing in the design and development of events, at all levels. Through the perspective of a Marketing Plan, students learn to understand the relevance of the environment, the organization itself and their clients and potential clients, as well as the impact of decisions around the 4 P's (Product, Price, Promotion and Placement). At a promotional level, all the different communication tools will be analyzed and presented (advertising campaigns, commercial actions in radio, press, television, direct marketing). The impact of internet and Information Technologies on Marketing and Promotion will be analyzed in depth. In addition, it is important to highlight that each person plays a fundamental role in Events: interpersonal communication, the involvement of people and the role of communication actions enhance the effect that the event has on society. Finally, reference is made to the importance of fundamental aspects in the organization of events such as the use of technologies and also the importance of the budget in the design of marketing and promotion of events.</p>

III.-Competences
<p>Generic competences</p> <p>CG2. Ability to apply knowledge to practice CG3. Ability to analyse, gather and summarise information and data CG4. Oral and written communication skills in the language of the degree CG5. Development of autonomous learning in the field of study CG6. Planning and organisation skills CG7. Work organisation and business management techniques CG9. Ability to gather, evaluate and interpret information from different sources CG10. Decision-making and problem-solving skills</p>
<p>Specific competences</p> <p>CE11. Knowledge of the professional and business environment related to the practice of the profession CE12. Train students to organise and plan events for institutions and business organisations CE13. Ability to communicate different messages to all types of audiences, differentiating the information with accuracy CE15. Knowledge of online media and use of corporate communication and marketing tools CE16. Knowledge and implementation of the processes for identity development and brand image of an institution or entity CE17. Ability to identify, value and manage the intangible assets of a company regarding communication CE18. Comprehensive image and corporate reputation management CE19. Communication skills and institutional relations: ability to defend and present different projects related to a brand, events or corporate communication CE21. Design, organisation and planning of events, as well as their integral execution CE50. Ability to diagnose any problems that may arise when organising a function, event or ceremony. Adequate decision-making skills. Ability to respond to unforeseen events. Carry out analysis and use response resources. That is, practical application of knowledge through case studies and the resolution of practical cases</p>



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IV.-Contents

IV.A.-Syllabus

Topic 1: OBJECTIVES AND TYPOLOGY OF EVENTS.
 Topic 2: STRATEGIC MARKETING AND MARKETING MIX.
 Topic 3: PUBLIC RELATIONS PLANNING: PATRONAGE AND SPONSORSHIP.
 Topic 4: STRUCTURE OF EVENTS IN MARKETING AND COMMUNICATION.
 Topic 5. ORGANIZATION AND DEVELOPMENT OF THE EVENTOSS PROGRAM.
 Topic 6: EVENT PRODUCTION PLAN. HIRING OF SPACES AND HR.
 Topic 7: TECHNIQUES FOR INTERVENTION BEFORE THE PUBLIC.
 Topic 8: INTERVENTION IN THE MEDIA.
 topic 9: PROTOCOL AND CEREMONIAL MESSAGE IN EVENTS.
 topic 10: COMMUNICATION PLAN AND MEDIA IN EVENTS.
 topic 11: LEGISLATION STANDARDS AND RESOLUTION OF INCIDENTS.
 topic 12: MONITORING, IMPACT CONTROL AND THE PROFITABILITY OF EVENTS.

IV.B.-Training activities

Type	Title
Reading	(AFE1) Theoretical class.
/ problem resolution: (AFE2) Case analysis and/or problem resolution classes issues. (AFE8) Group work (learning aimed at problem or project resolution, case analysis, summaries, report writing, etc.) (A10) Debates and/or brainstorming Practices / Resolution of exercises (A15) Monitoring practices on the application process from knowledge to case studies and planning projects about events or acts. (A 16) Academic tutorials: exchange of ideas and resolution of doubts with the corresponding teacher about the contents of each subject and the completion of practical work. Tutoring is a mandatory activity common to all subjects, so the student will be able to arrange tutorials that he needs for each subject.	Academic tutorials. (AP) In-class activity.

V.-Student workload		
Lecture classes		30
Practical classes/resolution of exercises, case studies, etc.		26
Practical sessions in technological laboratories, hospitals, etc.		0
Tests		4
Academic tutorials		14
Related activities: conferences, seminars, etc.		4
Preparation of lecture classes		34
Preparation of practices, exercises, cases studies work		40
Test preparation		28
Total student workload		180
VI.-Methodology and academic programme		
Type	Period	Content
Work placements	Week 1 to Week 17	(MD4) Practice of debates and/or storms of ideas supervised by the teacher
Academic Tutorials	Week 1 to Week 17	(MD1) Master class Methodology theory: expository classes.



VII.-Assessment methods

VII.A.-Assessment weighting

Continuous ordinary assessment:

The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.

The combination of activities that are not re-assessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

Extraordinary assessment: Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify their acquisition of the skills established in the guide, only for activities that are re-assessable.

Description of the tests for assessment and their weights.



Continuous ordinary evaluation:

The distribution and characteristics of the evaluation tests are described below. Only in cases exceptional and especially motivated, the teacher may incorporate adaptations into the Guide. These changes will require, prior consultation with the Subject Manager, the prior and express authorization of the Degree Coordinator, who will notify the Vice-rector with powers in matters of Academic Planning the modification made. In any case, the Any proposed modifications must comply with what is established in the verified report. For such changes to be effective, they must be duly communicated to students at the beginning of the course through the Virtual Classroom. The sum of the non-revaluable activities may not exceed 50% of the grade for the subject and, in general, they may not have minimum grade (except in the case of laboratory practices or clinical practices, when duly justified), avoiding incorporating tests that exceed 60% of the weighting of the subject.

Extraordinary evaluation: Students who fail to pass the ordinary evaluation, or have not presented themselves, will be object of carrying out an extraordinary evaluation to verify the acquisition of the competencies established in the guide, only of revaluable evaluation activities.

System of assessment	Revaluable in extraordinary	Activity of Assessment	Weighing	Minimum grade	Contents	Date
SE1 Assessment job individually or in group	NO (Cumulative)	Assessment individual work to or in group	10%	NO (Cumulative)	Assignment individually or in group related with the theme of the subject	Along of the course (delivery on paper and/or through Classroom Virtual or email)
SE3 Test of assessment theoretical - practices in person	YES. So individual following the same format what in ordinaria	Proof written theoretical practical test knowledge Type test	50%	5	Agenda of the program	official date
SE4 Assessment problems and practical cases	NO (Cumulative)	Resolution of problems and/or practical cases study individual or in group in classroom	40%	NO (Cumulative)	Exercises individual or in a group related with the contents of The subject	during of the course (delivery on paper or the Virtual Classroom)

The face-to-face theoretical-practical evaluation test and the resolution of problems and practical cases, referring to information systems.

SE3 and SE4 evaluation will be carried out in person in the classroom.

Calculation of the global grade:

The final grade or global grade is calculated as the weighted average of the grades of the evaluation activities, a once the minimum grade of the written theoretical-practical test has been passed (minimum grade of 5).

- To pass the subject, the overall grade must be 5 or higher, as long as a grade has been achieved minimum of 5 in the face-to-face theoretical-practical written test (SE3).*



minimum of 5 in the face-to-face theoretical-practical written test (SE3).

- In the event that a grade of 5 is not achieved in the SE3 evaluation test, the one obtained will be assigned as the final grade in said test.

- **Extraordinary call**

In an extraordinary call, only the evaluation activity of SE3 (written test, theoretical-practical) can be re-evaluated, if the minimum grade has not been reached (or the student would not have taken it).

The reevaluation of the SE3 evaluation activity (face-to-face theoretical and practical written test) will be carried out on the date official indicated for the extraordinary call.

To pass the subject, the overall grade must be 5 or higher, once the minimum grade of 5 has been exceeded in the written theoretical-practical test, that is, the grades obtained in the non-revaluable evaluation activities are will be weighted again in the extraordinary call following the same criteria of continuous evaluation as in the ordinary call.

In the event that a grade of 5 is not achieved in the SE3 evaluation test, the one obtained will be assigned as the final grade in said test.

Advance call

Given the characteristics of the subject and the advanced call, the evaluation of the student who requests it will be carried out through an in-person theoretical-practical test that includes all the content of the subject.

VII.B.-Evaluation of students with academic exemption from class attendance

In order for a student to be eligible for this evaluation, they will have to obtain the 'Academic Exemption from class attendance' for the

subject, which you will have requested from the Dean or Director of the Center that teaches your degree. The Academic Dispensation may be

grant as long as the peculiarities of the subject allow it. Once the

granting of the Academic Dispensation, the teacher must inform the student through the Virtual Classroom about the plan of evaluation established in each case.

Subject with the possibility of exemption: Yes

VII.C.-Review of evaluation tests

In accordance with the regulations for claiming exams of the Rey Juan Carlos University.

VII.D.-Students with disabilities or special educational needs

Curricular adaptations for students with disabilities or with special educational needs, in order to guarantee equal opportunities, non-discrimination, universal accessibility and the greatest guarantee of academic success will be prescribed by the Care Unit for People with Disabilities under the Regulations that regulate the Care service for people with disabilities.

Students with Disabilities, approved by the Governing Council of the Rey Juan Carlos University.

For this purpose, the issuance of a report on curricular adaptations by said Unit will be a requirement, so the Students with disabilities or special educational needs should contact her, in order to jointly analyze the different alternatives.

VII.E.-Academic Conduct, integrity and academic honesty

The Rey Juan Carlos University is fully committed to the highest standards of integrity and honesty academic, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty included in the University's Code of Ethics (<https://www.urjc.es/codigoetico>). To accompany this process, the University has the Regulations on academic conduct of the Rey Juan Carlos University (https://urjc.es/images/Universidad/Presentacion/normativa/Normativa_conducta_academica_URJC.pdf) and different tools (anti-plagiarism, supervision) that offer a collective guarantee for the complete development of these values essential.

VII.B. Assessment of students with an academic exemption



Student who wish to opt for this assessment will have to get an academic exemption for the subject, which they will have to request from the Dean or Director of the Centre which teaches their course. An academic exemption may be granted where the subjects own characteristics allow for it.

Subject with the possibility of an exemption: Yes

VII.C. Review of assessment tests

In accordance with the exam appeal regulations of the Universidad Rey Juan Carlos.

VII.D.-Students with a disability or special educational needs

Curricular adaptations for students with a disability or special educational needs will be determined by the Disabled Students Support Department, in accordance with the regulations governing the Disabled Students Support service, approved by the Universidad Rey Juan Carlos Council, in order to guarantee equal opportunities, inclusive treatment, universal accessibility and a greater guarantee of academic success.

For this purpose, this Department will have to issue a curricular adaptation report, therefore students with disabilities or special educational needs must contact the Department to analyse the different alternatives together.

VII.E.-Academic behaviour, academic integrity and honesty

The Universidad Rey Juan Carlos is completely committed to the highest standards of academic integrity and honesty. Therefore, studying at the URJC means you accept and agree to the academic integrity and honesty values described in the University's Code of Ethics. In order to monitor this procedure, the University has Regulations on academic behaviour at the Universidad Rey Juan Carlos and uses different tools (anti-plagiarism, supervision?) which provides a collective assurance that these essential values are completely developed



VII.-Bibliography

Referecense Generic

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 Kotler, P., & Armstrong, G. (2010). *Principles of marketing*. Pearson education.
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 Organización de eventos empresariales. Goldblatt, Ana Belén Arrogante Ramírez. Ediciones Paraninfo, S.A. 2018
 Bridges not Walls: A book about interpersonal communication. (10th ed.). J. Stewart. McGraw-Hill Higher Education.
 Diccionario de Nuevo Marketing. 1º Ed. Rubio Gil, A. Sánchez González, P y González Arnedo, E. Dykinson, Madrid. 2019
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 Event Marketing by Allison Saget Ed. Dearborn Trade, A Kaplan, 2016.
 Virtual Event Survival Guide: Plan, Build, and Host Successful Online Events Laura Chappell & Ginny Spice. 2020.
 Cómo organizar eventos con éxito : Guía para cursos especializados y para la carrera de Organización de Eventos. Rosario Jijena Sánchez. Ariel Publisher. 2021.
 Urban events, place branding and promotion: Place event marketing. Cudny, W. Routledge. 2019
 Event marketing. Rinallo, D. .EGEA spa.2019
 Fundamentos de marketing. Kotler, P., Armstrong, G., Gay, M. G. M., & Cantú, R. G. C. Editorial: Pearson Universidad (2017).

Reference literature

IX.-Lecturers/Teachers/Professors

Lecturer/teacher/professor´s name	DIEGO LUIS DE JAUREGUIZAR CERVERA
E-mail address	diego.jaureguizar@urjc.es
Department/field	Economía de la Empresa
Category	Profesor/a Asociado/a
Subject Coordinator	Yes
Academic tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Nº of Quinquenios	0
Nº of Sexenio	0
Nº period for technology transfer	0
Stretch Docentia	0

