



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master in Tourism Business Management

Code - Course	590031 – Sports Events		
Course year	1	Credits	3 ECTS
Thematic Area	Tourism Companies and Services	Course type	Elective
In-class hours	21 hours	Hours of individual work	54 hours

BRIEF COURSE DESCRIPTION

Companies are increasingly choosing to associate themselves with the values of a sport by sponsoring an event. This allows them to control their brand presence model at all times and to achieve a high ROI. Agencies have taken on the role of promoter and organise tailor-made events for themselves as well as for federations and institutions. They are all committed to sporting events (Formula 1, golf and football tournaments, running) or even to minority sports such as mountain biking, snowboarding, kite surfing, etc. With mass participation and the use of public spaces, generally in the open air, they are a great organisational challenge.

In this course you will learn how to manage a sporting event from the bidding process to the final closure, through strategic and operational planning, continuing with the communication plan and communication strategy and sponsorship plan, taking as case studies qualified sporting events such as Olympic, World or European Candidatures, as well as popular events such as triathlons, popular races or open water crossings.

BASIC SKILLS

BS9. Students are able to communicate their conclusions and the ultimate knowledge and rationale behind them to specialist and non-specialist audiences in a clear and unambiguous way.

GENERAL SKILLS

GS5. Undertake innovative and creative projects.



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GS6. Apply the necessary communication techniques for the effective transmission of ideas, opinions, knowledge, etc. .

SPECIFIC SKILLS

SS2. Design and implement commercial and communication strategies that respond to the new business opportunities emerging in the sector.

SS5. Manage the quality of tourist products and services, using the different tools, systems and quality and environmental standards available.

ACADEMIC CONTENT

1. Introduction to the music business
2. The role of DMOs in promoting and attracting music events
3. Communication strategy for a music event
4. Marketing: Subsidies, sponsorship plan and ticketing
5. Technical, artistic and logistical production.
6. Artist and booking management

LEARNING METHODOLOGY

This is a face-to-face course where students will carry out theoretical and practical activities to work the different contents. Case studies will be conducted in order to contextualize the concepts addressed in each lesson. Students' active participation will be essential for the correct progress of the course.

A group of teachers and professionals of marketing and branding fields give courses. Coordinators are there to stimulate educational process and to provide course tracking.



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ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous assessment along the academic year or a single assessment at the end of the established period of time.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams. Attending a minimum of 80% of the classes is required to follow this system.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

EVALUATION SYSTEM	Continuous	Single
Activity Individual 1 (tests written , instruments based on observation)	50%	100%
Activity Group (work performed by the the student , instruments of paper)	50%	0%

A minimum mark of "5" is required to pass the course.



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Review and Reassessment of the Course

The student has the right to review all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.

REFERENCES

- Ayora, Daniel y García, Eduardo (2004). Organización de Eventos Deportivos. Barcelona. INDE Publicaciones
- Brunet, F. (2002). Anàlisi de l'impacte econòmic dels Jocs Olímpics de Barcelona, 1986-2004. En Barcelona: L'herència dels Jocs (1992-2002) (eds.), M. DE MORAGAS & M. BOTELLA (pp.209-243). Barcelona: Editorial Planeta
- Campos, C. (1997). Marketing y patrocinio deportivo. Barcelona: GPE Colección Gestión Deportiva.
- Fernández Vázquez, Jorge J. (2005). Vademécum de protocolo y ceremonial deportivo: la organización de eventos deportivos. Barcelona. Paidotribo.
- Mastermann, G. (2004). Strategic sports event management: an international approach. Oxford: Elsevier Butterworth-Heinemann
- Ministerio de Educación y Cultura. Consejo Superior de deportes (1996). Publicidad y patrocinio en eventos deportivos. Madrid.
- Sanz, Vicente (2003). Organización y gestión de actividades deportivas: los grandes eventos. Barcelona. Inde.