

Department of Tourism Management / Department of Tourism Management / TOURISM MANAGEMENT						
Course Code	Course Name	Teorical	Practice	Laboratory	Credits	ECTS
Tİ311	EVENT MANAGEMENT	2.00	0.00	0.00	2.00	3.00
Course Detail						
Course Language	: Turkish					
Qualification Degree	: Bachelor					
Course Type	: Optional					
Preconditions	: Not					
Objectives of the Course	: This course aims to teach students the planning, execution, and evaluation processes of organizations such as conferences, fairs, festivals, and sporting and cultural events in the tourism sector. Students will also gain knowledge and skills in event design and management.					
Course Contents	: Definition and importance of the event industry, Event types and classification, Event planning process, Venue selection and logistics planning, Financing, budgeting, and sponsorship, Human resources and volunteer management, Risk, security, and crisis management, Event marketing and public relations, Use of technology in events, Legal framework of events, Post-event evaluation and reporting.					
Recommended or Required Reading	: 1. Aksu, A., Yılmaz, G. ve Gümüş, F. (2013). Örneklerle kongre ve fuar yönetimi. Ankara: Detay Yayıncılık. 2. Aktaş, E. ve Göztaş, A. (2017). Etkinlik yönetimi. Ankara: Detay Yayıncılık.					
Planned Learning Activities and Teaching Methods	: Lecture, question-answer and discussion method.					
Recommended Optional Programme Components	: As part of the course, field trips, guest speakers, and industry-based seminars are planned in collaboration with industry professionals during the relevant weeks. These activities will help students apply their theoretical knowledge to industry practices.					
Course Instructors	:					
Instructor's Assistants	: Research Assistant Rümeysa UNAT					
Presentation Of Course	: The course is taught in a traditional classroom setting.					
Update Date	: 9/10/2025 1:05:12 PM					
Dosya İndirilme Tarihi	: 9/26/2025					

Course Outcomes
Upon the completion of this course a student :
1 Explains the basic concepts and types of event management and its relationship with the sector.
2 Apply the stages of the activity planning process (preliminary research, planning, implementation, evaluation).
3 Acquires basic knowledge on budget, sponsorship, risk and crisis management in events.
4 Analyzes marketing and communication strategies in events.
5 Conduct post-event success evaluation and performance analysis
6 Develops the ability to design and present activities in teamwork.

Preconditions						
Course Code	Course Name	Teorical	Practice	Laboratory	Credits	ECTS

Weekly Contents						
	Teorical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
1.Week	*• Course introduction, objectives, and expectations • The role and importance of event management in the tourism sector			*Aktaş, E. ve Göztaş, A. (2011). Etkinlik Yönetimi. Detay Yayıncılık, Ankara. ss: 1-36	*Lecture, question-answer, discussion	Ö.Ç.1 Ö.Ç.1 Ö.Ç.1
2.Week	*• The historical development of events • The economic, social, and cultural impacts of the events industry			*Aktaş, E. ve Göztaş, A. (2011). Etkinlik Yönetimi. Detay Yayıncılık, Ankara. ss: 1-36	*Lecture, question-answer and discussion	Ö.Ç.1 Ö.Ç.1 Ö.Ç.1
3.Week	*• Event types and classification (conferences, trade shows, festivals, sports, culture-arts, etc.) • Analysis of national and international event examples			*Aktaş, E. ve Göztaş, A. (2011). Etkinlik Yönetimi. Detay Yayıncılık, Ankara. ss: 1-36	*Lecture, question-answer, discussion	Ö.Ç.1 Ö.Ç.1 Ö.Ç.1
4.Week	*Event Planning Process: • Research • Feasibility • Defining objectives and goals • Stakeholder analysis			*Aktaş, E. ve Göztaş, A. (2011). Etkinlik Yönetimi. Detay Yayıncılık, Ankara. ss: 45-70.	*Lecture, question-answer and discussion	Ö.Ç.2 Ö.Ç.2 Ö.Ç.2
5.Week	*• Venue selection, infrastructure, and logistics planning for events. • Transportation, accommodations, food and beverage services			*Aktaş, E. ve Göztaş, A. (2011). Etkinlik Yönetimi. Detay Yayıncılık, Ankara. ss: 73-81.	*Lecture, question-answer, discussion	Ö.Ç.2 Ö.Ç.2 Ö.Ç.2
6.Week	*• Event financing, budgeting, and sponsorship management • Examples and case studies of sponsorships			*Aktaş, E. ve Göztaş, A. (2011). Etkinlik Yönetimi. Detay Yayıncılık, Ankara. ss: 110-116, 172-180.	*Lecture, question-answer and discussion	Ö.Ç.2 Ö.Ç.3 Ö.Ç.2 Ö.Ç.3 Ö.Ç.2 Ö.Ç.3

	Teorical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
7.Week	*• Human resources, task distribution, and volunteer management for events • Leadership and teamwork in events			*Aktaş, E. ve Göztaş, A. (2011). Etkinlik Yönetimi. Detay Yayıncılık, Ankara. ss: 82-110.	*Lecture, question and answer, discussion	Ö.Ç.2 Ö.Ç.3 Ö.Ç.2 Ö.Ç.3 Ö.Ç.2 Ö.Ç.3
8.Week	*Midterm exam					
9.Week	*• Risk analysis, security and crisis management, and emergency plans for events			*Aktaş, E. ve Göztaş, A. (2011). Etkinlik Yönetimi. Detay Yayıncılık, Ankara. ss: 134-157.	*Lecture, question-answer, discussion	Ö.Ç.2 Ö.Ç.3 Ö.Ç.2 Ö.Ç.3 Ö.Ç.2 Ö.Ç.3
10.Week	*• Event marketing: target audience, positioning, communication strategies				*Lecture, question-answer, discussion	Ö.Ç.4 Ö.Ç.4
11.Week	*• Public relations and media management at events			*Aktaş, E. ve Göztaş, A. (2011). Etkinlik Yönetimi. Detay Yayıncılık, Ankara. ss: 1-7	*Lecture, question-answer, discussion	Ö.Ç.2 Ö.Ç.3 Ö.Ç.4 Ö.Ç.2 Ö.Ç.3 Ö.Ç.4 Ö.Ç.2 Ö.Ç.3 Ö.Ç.4
12.Week	*• Use of technology in events: online events, hybrid events, and applications			*Aktaş, E. ve Göztaş, A. (2011). Etkinlik Yönetimi. Detay Yayıncılık, Ankara. ss: 157-172	*Lecture, question and answer, discussion	Ö.Ç.2 Ö.Ç.3 Ö.Ç.4 Ö.Ç.2 Ö.Ç.3 Ö.Ç.4 Ö.Ç.2 Ö.Ç.3 Ö.Ç.4
13.Week	*- Legal limits of events: contracts			*Aktaş, E. ve Göztaş, A. (2011). Etkinlik Yönetimi. Detay Yayıncılık, Ankara. ss: 117-134	*Lecture, question-answer, discussion	Ö.Ç.2 Ö.Ç.3 Ö.Ç.4 Ö.Ç.2 Ö.Ç.3 Ö.Ç.4 Ö.Ç.2 Ö.Ç.3 Ö.Ç.4
14.Week	*•Post-event evaluation, reporting, and feedback: success criteria and performance analysis			*Aktaş, E. ve Göztaş, A. (2011). Etkinlik Yönetimi. Detay Yayıncılık, Ankara. ss: 187-194.	*Lecture, question-answer, discussion	Ö.Ç.5 Ö.Ç.5 Ö.Ç.5
15.Week	*• Presentation of student group projects (sample event design). • General review and closing of the course.				*Lecture, question-answer, discussion, project presentation	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.4 Ö.Ç.5 Ö.Ç.6 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.4 Ö.Ç.5 Ö.Ç.6

Assesment Methods %
1 Ara Sınav : 40.000
3 Final : 40.000
4 Proje : 20.000

ECTS Workload			
Activities	Count	Time(Hour)	Sum of Workload
Vize	1	1.00	1.00
Proje	1	10.00	10.00
Final	1	1.00	1.00
Derse Katılım	15	2.00	30.00
Ara Sınav Hazırlık	1	3.00	3.00
Final Sınavı Hazırlık	1	4.00	4.00
Ders Öncesi Bireysel Çalışma	14	1.00	14.00
Ders Sonrası Bireysel Çalışma	14	1.00	14.00

Activities	Count	Time(Hour)	Sum of Workload
			Total : 77.00
			Sum of Workload / 30 ( Hour ) : 3
			ECTS : 3.00

Program And OutcomeRelation																						
	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15	P.O. 16	P.O. 17	P.O. 18	P.O. 19	P.O. 20	P.O. 21	P.O. 22
L.O. 1	3	2	0	0	1	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
L.O. 2	0	0	0	0	0	3	4	0	0	0	0	0	3	4	0	0	0	0	0	3	0	0
L.O. 3	0	3	0	0	0	3	3	0	0	2	0	0	0	3	0	0	0	0	0	0	0	0
L.O. 4	0	4	0	0	0	3	3	0	0	4	0	0	0	3	0	0	0	0	0	0	0	0
L.O. 5	0	0	0	0	0	4	4	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0
L.O. 6	0	0	0	0	4	5	4	0	0	0	0	0	5	4	0	0	0	0	0	0	0	0
Avarage	0.50	1.50	0	0	0.83	3.17	3.17	0	0	1.00	0	0	1.33	3.00	0	0	0	0	0	0.50	0	0

BEWARE OF PLAGIARISM! Please pay attention to proper academic citation rules and avoid plagiarism, an unethical and academically fraudulent behavior, when completing reports, assignments, or other academic works, and it is treated with the same disciplinary action as cheating in a classroom setting. It is imperative to refrain from presenting another person s ideas, language, expressions, or any other form of intellectual property as your own. Regardless of quality, your assignments/projects/research should reflect your original work. Perfection is not a requirement, and in case of any uncertainties regarding academic writing guidelines, you may seek clarification from your course instructor.

Engel Durumu/Uyarlama Talebi : Engel durumuna ilişkin herhangi bir uyarlama talebinde bulunmak isteyen öğrenciler, dersin öğretim elemanı ya da Nevsehir Engelli Öğrenci Birimi ile en kısa sürede iletişime geçmelidir.