SERVICES IN EVENT MARKETING
Programme of Study for specialty 1-26 80 05 Marketing
COMPLIED BY:

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REVIEWERS:

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RECOMMENDED FOR APPROVAL:

By Department of Intercultural Economic Communication, Faculty of International Business Communications, Educational Institution Belarusian State Economics University (Protocol № 9 dated 25.04.2019)

Considered and approved at a meeting of the Scientific and Methodological Council of the Belarusian State Economics University (Protocol № dated 25.04.2019)
EXPLANATORY NOTE

The purpose of studying the discipline “Services in event marketing” is to develop professional competence, knowledge and skills in order students can use tools and technologies of event marketing in the service sector, taking into account domestic and foreign experience.

Objectives of the discipline:
- inform students about the nature of the service sector, to present its characteristics;
- consider the process of managing communication in the provision of services in event marketing;
- inform about strategies, tactics, mechanisms and methods of providing services in event marketing;
- develop in students practical skills and professional competencies necessary for the event project manager.

The content of the curriculum corresponds to the level of undergraduates' knowledge and skills to do this academic discipline. The success of the study of the discipline “The Specifics of Event Marketing in particular spheres” is ensured by the previous training of students in such disciplines as “Relationship Marketing”, “General Event Marketing” and “Holistic marketing”.

As a result of studying the discipline "Services in event marketing" a student should know
- theoretical and methodological foundations of the process of providing services in event marketing;
- national and cultural specifics of services;
- mechanisms for planning and creating services;
- communication channels in the service sector;
- features of consumer behavior in the market of services.

The master student should be able to:
- use strategies, tactics and methods of communication management in the provision of services;
- analyze the needs and expectations of customers;
- apply tools to create a range of services of the company;
- use communication resources in event marketing;
- manage the process of providing services in event marketing.

The main forms of interim attestation are:
- recitation;
- analytical exercises;
- project.

The recommended form of control is examination (1st term).

According to the study plan of Educational Establishment “Belarusian State Economics University”, Specialty 1-26 80 05 Marketing, Specialization: Event Marketing (in English) the total number of hours is 198, in-class hours— 62, lectures— 42 hours; seminars— 20 hours.
CONTENT OF STUDY MATERIAL

Plan

The following topics are included into the subject of the study:

**Topic 1. Nature and characteristics of services**

The difference between goods and service. Definition of services and service complex. Characteristics of a service sector. Classification of services. Conceptual model of marketing services.

**Topic 2. Managing communications in the provision of services**

Service as a communication system. Customer contact management. The concept of “theater services.” Communicative behavior of employees and customers.

**Topic 3. Consumer behavior on the market**


**Topic 4. Planning and creating services**

Principles of formation of the range of services in event marketing. Assortment company strategies. Requirements for creating new services. Stages of creating a new service.

**Topic 5. Managing service processes in event marketing**

Service system of event-agencies. Ways to provide services. Intermediaries and partners in event marketing. Identify and correct deficiencies in service quality. Personnel management in the process of providing services in event marketing.

**Theme 6. Development and presentation of the concept of providing services to a service company**

Analysis of the services of Belarusian and foreign event-agencies. Development of a block diagram of the provision of services by an event-agency.
# CONTENT OF STUDY MATERIAL

## TOPICS

### 2 TERM

(62 hours)

<table>
<thead>
<tr>
<th>№</th>
<th>Units</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td></td>
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<td>Lectures</td>
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<tr>
<td>1</td>
<td>Nature and characteristics of services. The difference between goods and service. Definition of services and service complex. Characteristics of a service sector. Classification of services. Conceptual model of marketing services.</td>
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<tr>
<td>2</td>
<td>Managing communications in the provision of services. Service as a communication system. Customer contact management. The concept of “theater services.” Communicative behavior of employees and customers.</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>Consumer behavior on the market. Needs and expectations of customers. Components of customer expectations. The process of acquiring services. Consumer behavior at different points in the service process. Evaluation by consumers of the quality and efficiency of service.</td>
<td>8</td>
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<tr>
<td>4</td>
<td>Planning and creating services. Principles of formation of the range of services in event marketing. Assortment company strategies. Requirements for creating new services. Stages of creating a new service.</td>
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</tr>
<tr>
<td>5</td>
<td>Managing service processes in event marketing. Service system of event-agencies. Ways to provide services. Intermediaries and partners in event marketing. Identify and correct deficiencies in service quality. Personnel management in the process of providing services in event marketing.</td>
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<tr>
<td>6</td>
<td>Development and presentation of the concept of providing services to a service company. Analysis of the services of Belarusian and foreign event-agencies. Development of a block diagram of the provision of services by an event-agency.</td>
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**Total** | 42 | 20 |
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<th>Part number</th>
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<th>IN CLASS ACADEMIC HOURS</th>
<th>Other*</th>
<th>Knowledge control</th>
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<td>Notes</td>
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<td>5. <strong>Managing service processes in event marketing.</strong> Service system of event-agencies. Ways to provide services. Intermediaries and partners in event marketing. Identify and correct deficiencies in service quality. Personnel management in the process of providing services in event marketing.</td>
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<td>Handouts. Supportive notes [2-5;8;15]</td>
<td>Recitation</td>
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<td><strong>Total hours</strong></td>
<td><strong>42</strong></td>
<td><strong>20</strong></td>
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Credit
INFORMATIONAL AND METHODICAL PART

Literature

Main


Additional


Methodical recommendations for students’ independent work on
Communication Design

Students’ independent work is a vital part of learning the subject matter. It is recommended to devote 2-2.5 hours of individual work to prepare for a 2-hour seminar.

The main focus areas of students’ independent work are:
- initial detailed learningstudyprogram;
- learning the proposed list of literature, references on the subject, its availability in the library, finding additional literature;
- preparation for seminars according to the developed plan including study main and additional literature for seminars;
- preparation for the credit.
<table>
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<tr>
<th>Название учебной дисциплины, с которой требуется согласование</th>
<th>Название кафедры</th>
<th>Предложения об изменениях в содержании учебной программы учреждения высшего образования по учебной дисциплине</th>
<th>Решение, принятое кафедрой, разработавшей учебную программу (с указанием даты и номера протокола)</th>
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<td>Делового английского языка</td>
<td>нет</td>
<td>Протокол № 9 от 25.04.2019</td>
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ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ УВО
на _____/_____ учебный год

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<th>№ п/п</th>
<th>Дополнения и изменения</th>
<th>Основание</th>
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Учебная программа пересмотрена и одобрена на заседании кафедры

________________________ (протокол № ____ от _______ 201_ г.)
(название кафедры)

Заведующий кафедрой

_________ (учёная степень, учёное звание) (подпись) (I.O.Фамилия)

УТВЕРЖДАЮ
Декан факультета

_________ (учёная степень, учёное звание) (подпись) (I.O.Фамилия)