

Course: Event Marketing

credits: 5

Course code IFVB25EVMEMA
Name Event Marketing
Study year 2026-2027
ECTS credits 5
Language English
Coordinator C.R. Dijkema

Modes of delivery Tutorial
Assessments Report - Report
test 2 - Other assessment

Learning outcomes

- Based on theoretical building blocks, the student analyses and designs a marketing & sales plan for an event concept of his own, yet to be developed.

- The student makes and presents a marketing & sales plan

For the sales plan, the student makes:

- an internal and external analysis of the event concept to be developed;
- a target group analysis based on various Personas;
- SMART formulated objectives;
- an activity plan with financial consequences.

Content

The Event Marketing component focuses on drafting and developing sub-tasks for the purpose of the self-designed event.

- Elaborating personas + target group analysis
- Designing poster for marketing purposes + presenting poster market
- Elaborating marketing & sales plan
- Promotional film
- Negotiating

Included in programme(s)

Minor Event Management - English
International Facility Management exchange programme

School(s)

Arts, Design & Built Environment