

Vak: Event Marketing

credits: 5

Vakcode	IFVB25EVMEMA	Werkvormen	Werkcollege
Naam	Event Marketing	Toetsen	Report - Verslag
Studiejaar	2026-2027		test 2 - Overige toetsing
ECTS credits	5		
Taal	Engels		
Coördinator	C.R. Dijkema		

Leeruitkomsten

- 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.

Inhoud

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

Opgenomen in opleiding(en)

Minor Eventmanagement - English
International Facility Management exchange programme

School(s)

Kunst, Ontwerp & Ruimte