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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Event Management** | |  | 3 | 3+1 | 3,5 | 4 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Compulsory | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | Within the scope of the Event Management course, it is aimed to increase the knowledge of the students in the topics of event concept and types, stakeholders and management functions, human resources management in the event, financial and risk management, project management, marketing and evaluation of the event. | | | | | | | Course Learning Outcomes | At the end of this course, the student;   1. Learns the definition and types of activity, 2. Understands and plans strategic event management, 3. Learns media relations in event management, 4. Makes measurement and evaluation in event management. | | | | | | | Course Content | Lesson; national and international competitions, tournaments, competitions, exhibitions, openings, meetings, etc. It includes planning activities and activities that require individual or team participation, explaining what needs to be done just before, during and after. | | | | | | | **Weeks** | **Topics** | | | | | | | one | The concept and types of activity | | | | | | | 2 | Planning in event management -1 | | | | | | | 3 | Planning in event management -2 | | | | | | | 4 | Planning and implementation in event management | | | | | | | 5 | Measurement, evaluation and reporting in event management | | | | | | | 6 | Scheduling and consulting jobs in event management | | | | | | | 7 | Event management and media relationship | | | | | | | 8 | Protocol in event management | | | | | | | 9 | Protocol principles in event management | | | | | | | 10 | Protocol types and sequences in event management | | | | | | | 11th | Protocol rules at corporate events -1 | | | | | | | 12 | Protocol rules at corporate events -2 | | | | | | | 13 | Crises in event management | | | | | | | 14 | Use of technology in event management | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** |  |  | | --- | | Goksu, N, F. (2017). *Event Management,* Istanbul University Press. | | **Evaluation System** | | It is stated in the syllabus at the beginning of the semester. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **WITH PROGRAM LEARNING OUTCOMES**  **COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** | | | | | | | | | | | | | | | | |  | **PO1** | | **PO2** | **PO3** | | **PO4** | **PO5** | | **PO6** | **PO7** | | **PO8** | **PO9** | | **PO10** | | **LO1** | 4 | | 4 | 3 | | - | 4 | | 3 | - | | 2 | 3 | | 2 | | **LO2** | 4 | | 4 | 3 | | - | 4 | | 3 | - | | 2 | 3 | | 2 | | **LO3** | 4 | | 4 | 3 | | - | 4 | | 3 | - | | 2 | 3 | | 2 | | **LO4** | 4 | | 4 | 3 | | - | 4 | | 3 | - | | 2 | 3 | | 2 | | **REVENGE: Learning Outputs OP: Program Outputs** | | | | | | | | | | | | | | | | | **Contribution**  **level** | | **1 Very Low** | | | **2 Low** | | | **3 Medium** | | | **4 High** | | | **5 Very High** | |   Relation of Program Outcomes and Related Course   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | | Event Management | 4 | 4 | 3 | - | 4 | 3 | - | 2 | 3 | 2 | |