

BENCHMARKING OF EFFECTIVE AND MOST REQUIRED WORLDWIDE EDUCATIONAL PROGRAMS

ERASMUS +

Project: DiMenSion

Intellectual Output O2

Purpose of the paper and details from the analyzed worldwide courses

The purpose of this Benchmark report is to analyse the educational programs and courses in the field of marketing and event management. The conclusions and recommendations from this report will be considered in the curriculum development process, along with conclusions and recommendations from the other analysis.

For the needs of this intellectual output we analyzed and created data on 24 excellent courses and most prominent higher educational programs for marketing and event management from different institutions such as universities, schools and academies. The institutions are from different countries. Each of them have different aims, learning themes and specific knowledge that is going to be achieved by the participants. The report consist details form the analyzed worldwide courses, a table with information about the themes of the courses and programs, link from their websites, information about the modules, courses duration, tuition fee and the institution that organizes those courses and programs.

We are going to start with the details from the analyzed worldwide courses, which are presented bellow.

IBA in Event Management

With a combination of theoretical and practical modules, the IBA in Event Management will equip you with the knowledge and skills needed to professionally manage events in a variety of sectors.

The syllabus is informed by the idea that event managers have a range of creative and technical responsibilities that often shift with every project and the fact they are in charge of research, planning as well as overseeing execution, often in minute detail.

The IBA in Event Management will take either three or four years to complete, depending on your academic progress and drive. The compulsory work placement module offers you a great opportunity to gain first-hand experience in the field which will improve your employment prospects following graduation. Organizer of this course is Wittenborg University of Applied Sciences.

Core modules include:

- Event Operations and Project Planning
- Event Marketing and Communication

- Market Research in International Events
- Media Technology (Events Management)
- Corporate Entrepreneurship
- Final Project

MSc in Luxury Hospitality and Event Management Program

Organizer of the postgraduate studies is Luxury Hospitality and Event Management Program is the International University of Monaco. The duration of the studies are separated:

- Fundamental Courses – September to December
- Hospitality Specialization – January to June
- Professional Immersion – July to December

Core modules include:

- Accounting & financial statement analysis
- Career development seminar
- Introduction and overview of the luxury sector
- Language class
- Luxury consumer behavior
- Luxury CRM & clienteling
- Luxury Industry Competitive analysis
- Marketing of luxury goods and services
- Sales, negotiation and teambuilding seminar
- Strategic forecasting & budgeting
- Developing entrepreneurship skills: new luxury venture

- Event management
- Hospitality operations management
- Luxury brand strategy & PR
- Luxury service and Hospitality quality systems
- Sales team management seminar
- Sustainable truism
- Team and organizational management
- Truism marketing sales
- Yachting
- Internship
- Applied research project
- Thesis

BA (Hons) in Marketing – Event Management Overview

The last two decades have seen the exponential growth of marketing as a core business discipline. Studying Marketing and Event Management courses at Dublin Business School (DBS) will give you many of the practical and theoretical skills you need to build your industry knowledge and pursue a marketing-related career.

Organizer of the course is Dublin Business School. The duration of the studies is 4 years.

Core modules include:

Stage 1

- Marketing essentials



- Economic perspectives
- IT essentials
- Maths & statistics for business
- Business context & organization
- Communications for personal success
- Learning to learn

Stage 2

- Employability skills
- Innovation
- Management
- Selling & sales management
- Marketing communication
- Event planning
- Special events environment

Stage 3

- Employability in action
- Lifelong learning
- Strategic management
- Consumer analysis
- Marketing research
- Event marketing



Online Diploma in Event Management & PR

Organizer of the program is Dublin Business School. The duration of the studies is 4 years.

Core modules include:

- Event planning & management
- Event communications: marketing and public relations
- Event operations

Diploma in Marketing, Advertising, Sales & PR

This programme has been designed for those with an interest in communications who seek a qualification to enhance future employment prospects and career progression. The modules covered in the programme give a solid foundation to the world of marketing and communications in Ireland and beyond. All modules have a practical focus on how each area works and functions, while also providing additional insights into future developments. There are excellent career opportunities, in both the public and private sectors, for those with good creative, analytical and inter-personal skills who can demonstrate their ability to develop, communicate and implement ideas and concepts.

This programme introduces participants to the areas of marketing, advertising, sales & public relations enabling them to understand the tools and enhance their studies in the marketing and communications area. It aims to provide students with a foundation for the analysis of each of the four modules within organisations' decision making processes, the internal and external influences affecting the communications strategy of an organisation and the role of information in the mix.

Organizer of the program is Dublin Business School. The duration of the studies is 4 years.

Core modules include:

- Advertising
- Sales & sales management
- Public relations
- Marketing theory & practice

Event Planning, Marketing & Management

Organizer of the program is Created by Alex Genadnik. The duration of the studies is 02:06:15 h.

Core modules include:

- Course Introduction: Watch This First To Understand What You Get From The Course
- What you need to create a great event series
- Event marketing
- Event management
- Extra promotion ideas
- Event planning
- Further resources

Bachelor of Business (Event Management)

By undertaking this bachelor of event management business course, you will learn about marketing and public relations and acquire knowledge in event policy, strategy, logistics and risk, consumer behavior, applied finance and business law. The Bachelor of Business event management degree includes gaining industry skills in project, strategic and event management and gives you the option to specialize in hospitality, tourism, marketing, public relations and advertising.

Organizer of the program is Torrens University Australia. The duration of the studies is:

- Accelerated: 2 years
- Full time: 3 years
- Part-time: 4-5 years (including internship).

Core modules include:

- Events policy and strategy
- Project management
- Event management
- Creative thinking and innovation
- Commercial modelling for events

Diploma of Event management

APM offers you a range of fully accredited business courses, diplomas and degrees that can be completed online, on campus in Sydney or Brisbane, or a combination of both. You may select to speed up your business courses' progress in order to graduate quicker by choosing the

accelerated study mode. Additionally, you may be eligible to apply for course credits if you have previous work or study experience

Core modules include:

- Business communication
- Understanding people and organisations
- Marketing fundamentals
- Customer experience management
- Introduction to events
- Events concepts and design
- Event management and operations
- Event venue management

Official Master Degree in Event Organization, Protocol and Institutional Relations

The Master in Organization of Events, Protocol and Business Tourism (MICE) is an innovative program that responds to the challenges and needs of the sector with a methodology adapted to the business environment, both from the private sector and from public companies.

The program is divided into 45 common credits, with an itinerary directed to the managerial function with an eminently practical sense, where the knowledge is combined with the personal and professional development of the student. Account also, with a final master's work of 15 credits that is complemented with the different modules and materials sequentially.

The master, which is developed under an online distance methodology, can be completed in 12 months, thanks to its flexible learning model that adapts to the needs of the participants.

If you want to specialize in event organization, protocol and business tourism, you have a university degree, but you do not have time to attend class or you want to make your family and work life compatible with your training, this is the master you need.

Upon completion, you will receive a triple master's degree issued by the University of Lleida, the EAE Business School and Ostelea.

Core modules include:

- Structure and finances for the tourism sector
- Talent management and innovation
- Management of events organization and business tourism companies in global settings
- Structure of the global tourism industry
- International marketing, a protocol for events and business tourism
- Master's thesis

MSc International Events Management

Organizer of the program is EM Normandie. The duration of the studies is 1 year.

Core modules include:

- Stakes facing the international events industry (including digital strategy for events)
- Events marketing: communication, brand management and media relations
- International events project management
- Drawing up bids in answer to invitations
- Events risk management
- Sponsoring for international events and partnerships
- Cross-cultural management
- Sustainable development in events

MSc International Events Management

The MSc International Events Management is grounded in the live practice of international events. Driven by international case studies, including the World Cup, Mardi Gras, Formula One and Glastonbury, this Masters programme is designed to develop and enhance the knowledge, critical capabilities and strategic skills essential to the field of international events.

These dynamic changes call for focused and innovative professionals who understand how to develop, market and manage within the local, national and international events arena.

Practice is embedded throughout the curriculum to allow students to gain an understanding and appreciate of the complex workings of this industry with an internship and work experience programme allowing students to gain industry experience and allow for the contextualization of theory into practice.

Core modules include:

Trimester 1

- Events policy
- Experiencing events
- Media, communication and PR
- Personal and professional development

Trimester 2

- E-branding
- Event bidding
- Work based project in the cultural and creative industries
- Option choice

- Postgraduate creative and cultural project

Successful Event Management

Great events change the world, so well designed, implemented and evaluated events can deliver outstanding results for your organisation. But far too many events are done as ill-conceived one-offs without any real understanding of how to maximize the opportunities. This one-day programme will look at the evolving world of events – touching on the new world of virtual and hybrid events – and explore how to deliver exceptional events in a digital universe. It will also provide a wealth of practical tools and the course will give you a practical understanding of affiliate marketing, outlining the strategies, techniques and tricks to deliver game-changing events.

Core modules include:

- How the world of events is developing
- Effective event strategy
- Event analysis – stakeholder engagement
- Setting realistic objectives
- Effective event planning and implementation
- Techniques on event negotiation and contracting
- Implementing a digital event strategy
- Exploring new concepts of event design
- Understanding and using virtual and hybrid events
- Monetizing events

Diploma in Event management

Organizer of the program is Event Academy. The duration of the studies is 3 months.

Core modules include:

- Event management planning
- Co-ordinating events
- Budgeting and event documentation
- Fundraising events
- Sports, hospitality and sponsorship
- Marketing events and digital marketing
- Experiential marketing
- Creativity in events
- Presentation skills
- Social media (online lesson)
- Celebrity events
- Conferences, exhibitions & technology
- Public relations
- Production
- Wedding planning
- Corporate events
- Risk management
- Eco-friendly events

Bachelor of Business (Event Management/Marketing)

This course combines marketing fundamentals with much sought after background in event management. You will graduate with a solid degree of business essentials such as accounting, marketing, business law, tourism and project management, entrepreneurship and economics. The specialized areas of the course ensure you develop competencies and skills in marketing, advertising, brand and product management coupled with the conceptual and practical skills necessary for effective management of events.

Core modules include:

First year

- Academic integrity module (online)
- Wominjeka La Trobe: Indigenous Cultural Literacy for Higher education
- Business foundations
- Accounting and finance for business
- Business economics
- Introduction to tourism, hospitality and events
- Business analytics
- Introduction to business law and ethics
- The event experience
- Marketing: defined, planned and delivered

Second year

- Hallmark events
- Consumer behavior
- Social marketing



- Brands and brand management
- Sustainability
- International marketing
- Two MKT, THS or MGT coded elective subjects



Third year

- Event planning
- Volunteer management
- Advertising and sales promotion
- Marketing research
- Event project
- Strategic marketing
- Entrepreneurship
- One level 3 elective subject

International Event Management BA (Hons)

Organizing events is one of the most dynamic, exciting business sectors, and our International Event Management BA(Hons) will equip you with the theoretical knowledge, practical skills and experience needed to professionally manage events in a variety of areas.

You'll benefit from industry guest speakers and field trips, from theme parks and sports venues in the UK such as Wimbledon, to projects further afield in the Gambia. You will gain practical experience to plan and execute your own event. The optional placement year is an excellent opportunity to gain contacts and an advantage in the job market.

Core modules include:

Year 1

- The event industry
- The event consumer experience
- Event operations and project planning
- Organizations, management and people
- Marketing, branding and consumer psychology
- Economics and finance

Year 2

- Events life!
- Risk and crisis management in the international events industry
- International event management challenges
- Managerial accounting
- Research methods
- Event experience design
- Preparation for placement and reflective practice

Specialism modules studied instead of event experience design

- Marketing planning
- Reading sport and media

Marketing and Events Management BA/BSc (Hons)

Joint Honors Marketing and Events Management offers modules which are geared towards developing your competence and skill as a prospective marketer as well as your knowledge of marketing models, theories and concepts. You will explore the planning, delivery and management of exhibitions, conferences, sporting events, product launches, festivals, and charitable fundraising events. The programme is delivered around a variety of core subjects and option choices. The course is flexible and you can tailor the modules around your specific interests. In years two and three you can choose to specialize your studies while being fully supported by our experienced academic team.

Core modules include:

Stage 1

- Event logistics
- The events industry
- Introduction to marketing communications
- Foundations of marketing
- Business modelling for marketers
- Digital marketing essentials

Stage 2

- Risk management in events
- Events professional practice
- Events and tourism research
- Event communications
- Development through work
- Career development and employability

- Tactical & Strategic marketing
- Information for marketing decisions
- Brand management
- Service marketing
- E-marketing
- International market tactics
- The placement year experience

Stage 3

- Client-centered event
- Dissertation
- Research project
- The cultural Olympiad
- Events communications 2
- Events and sustainability
- Leading services quality in hospitality
- Marketing dissertation
- Marketing project
- Marketing management
- Consumer behavior
- International marketing
- Customer relationship management

Sustainable events management

With a degree in Sustainable Events Management from the University of Stirling, you'll be equipped to step into this exciting industry and apply your knowledge in a wide range of areas. Your studies will cross the boundaries between marketing, human resources, finance, planning and other business skills to develop you into a versatile leader who can deliver the largest events down to the smallest detail. There's also a special focus on how to offset and manage the impact that major events can have on the environment.

Core modules include:

Year one

- The global business environment: an introduction
- The management challenge: an introduction

Year two

- Fundamentals of business & management
- Operations management

Year three

- Financial business modeling (events)
- Managing the consumer experience
- Understanding consumers
- Project management
- Developing sustainable events
- Digital and experimental marketing

Year four

- Facility, conference and venue management (events)
- Effective communication and external relations for managers
- Work-based project – sustainable events management
- Professional development & practice

All previous information is sublimated in the next table.

Course name	Link	Modules	Course duration	Tuition Fee	Organizer
IBA in Event Management Type: Bachelor	https://www.wittenborg.eu/iba-bachelor-event-management.htm?gclid=CjwKCAiAhfzSBRBTEiwAN-ysWB3N-miEU2po1f36MmaBxL1uZhWH4Py9UZQijMCP71vixnsj6XAixocMp0QAvD_BwE	<ul style="list-style-type: none"> • Event operations and project planning • Event marketing and communication • Market research in international events • Media technology (event management) • Final project 	/	Annual: 7.500 EUR	Wittenborg University of Applied Sciences

<p>MSc in Luxury Hospitality and Event Management Program</p>	<p>https://www.monaco.edu/master-programs/msc-luxury-management/hospitality-event-management/?gclid=CiwKCAiAhfzSBRBTEiwAN-ysW055Dax9ef0kQpeM3GpH2rVFKt3bnv2pmqTAnfMthfHsKYNBDngc8RoCkGUQAvD_BwE</p>	<ul style="list-style-type: none"> Accounting & financial statement analysis Career development seminar Introduction and overview of the luxury sector Language class Luxury consumer behavior Luxury CRM & clienteling Luxury Industry Competitive analysis Marketing of luxury goods and services Sales, negotiation and teambuilding seminar Strategic forecasting & budgeting Developing entrepreneurship skills: new luxury venture Event management Hospitality operations management Luxury brand strategy & PR Luxury service and Hospitality quality systems Sales team management seminar Sustainable truism Team and organizational management Truism marketing sales Yachting Internship Applied research project Thesis <p>https://www.monaco.edu/master-programs/msc-luxury-management/hospitality-event-management/curriculum/</p>	<p>- Fundamental Courses – September to December - Hospitality Specialization – January to June - Professional Immersion – July to December</p>	<p>/</p>	<p>International University of Monaco</p>
<p>BA (Hons) in Marketing – Event Management Overview</p> <p>Type: Honours Bachelor (Degree)</p>	<p>https://www.dbs.ie/courses/marketing-and-event-management</p>	<p>Stage 1</p> <ul style="list-style-type: none"> Marketing essentials Economic perspectives IT essentials Maths & statistics for business Business context & organization Communications for personal success Learning to learn <p>Stage 2</p> <ul style="list-style-type: none"> Employability skills Innovation Management Selling & sales management Marketing communication 	<p>4 years</p>	<p>https://www.dbs.ie/course/eventing-degree/part-time-business-ba-(hons)-marketing-with-event-management</p>	<p>Dublin Business School</p>

		<ul style="list-style-type: none"> • Event planning • Special events environment <p>Stage 3</p> <ul style="list-style-type: none"> • Employability in action • Lifelong learning • Strategic management • Consumer analysis • Marketing research • Event marketing • Event operations <p>https://www.dbs.ie/course/evening-degree/part-time-business-ba-(hons)-marketing-with-event-management</p>			
Online Diploma in Event Management & PR	https://www.dbs.ie/course/online-courses/dbs-online-diploma-in-event-management-pr	<ul style="list-style-type: none"> • Event planning & management • Event communications: marketing and public relations • Event operations <p>https://www.dbs.ie/course/online-courses/dbs-online-diploma-in-event-management-pr</p>	4 years	https://www.dbs.ie/course/online-courses/dbs-online-diploma-in-event-management-pr	Dublin Business School
Diploma in Marketing, Advertising, Sales & PR	https://www.dbs.ie/course/professional-evening-diploma/part-time-evening-diploma-in-marketing-advertising-sales-pr-dublin-business-school	<ul style="list-style-type: none"> • Advertising • Sales & sales management • Public relations • Marketing theory & practice <p>https://www.dbs.ie/course/professional-evening-diploma/part-time-evening-diploma-in-marketing-advertising-sales-pr-dublin-business-school</p>	4 years	https://www.dbs.ie/course/professional-evening-diploma/part-time-evening-diploma-in-marketing-advertising-sales-pr-dublin-business-school	Dublin Business School
Event Planning, Marketing & Management	https://www.udemy.com/event-marketing-how-to-create-a-successful-event-series/	<ul style="list-style-type: none"> • Course Introduction: Watch This First To Understand What You Get From The Course • What you need to create a great event series • Event marketing • Event management • Extra promotion ideas 	02:06:15 h	/	Created by Alex Genadnik

		<ul style="list-style-type: none"> • Event planning • Further resources 			
Bachelor of Business (Event Management)	http://www.apm.edu.au/courses/bachelor-of-business-event-management	<ul style="list-style-type: none"> • Events policy and strategy • Project management • Event management • Creative thinking and innovation • Commercial modelling for events http://www.apm.edu.au/courses/bachelor-of-business-event-management	Accelerated: 2 years Full time: 3 years Part-time: 4-5 years (including internship)	/	Torrens University Australia
Diploma of Event management	http://www.apm.edu.au/courses/diploma-of-business-event-management	<ul style="list-style-type: none"> • Business communication • Understanding people and organisations • Marketing fundamentals • Customer experience management • Introduction to events • Events concepts and design • Event management and operations • Event venue management 	Full-time: 1 year Part-time 2 years Accelerated: 36 weeks	/	Torrens University Australia
Marketing with Events Management BA (Hons)	http://www.ucb.ac.uk/our-courses/undergraduate/business-and-marketing/marketing-with-events-management-ba(hons)-fda.aspx	<p>Year 2</p> <ul style="list-style-type: none"> • Consumer insights • Enhancing employability • Events planning and operations • Marketing intelligence • Advertising psychology • Enterprise simulation • Modern languages (upper intermediate) • Applied e-business and e-marketing • Creative communications • Enterprise start-up studies • Operational sales management • Business innovation and the environment <p>Year 3</p> <ul style="list-style-type: none"> • Creative media and events 	3 years full-time	http://www.ucb.ac.uk/our-courses/undergraduate/fees-funding-and-scholarships/full-time-tuition-fees-and-finance/full-time-tuition-fees.aspx	University of Birmingham

		<ul style="list-style-type: none"> • Digital and social media marketing • Leadership and change management • Brand management • Modern languages and cultural studies • Advertising and media management • International marketing • Enterprise risk management • Social entrepreneurship <p>Research project Marketing showcase http://www.ucb.ac.uk/our-courses/undergraduate/business-and-marketing/marketing-with-events-management-ba-(hons)-fda.aspx</p>			
Master in Event Marketing	https://www.masterstudies.com/Master-in-Event-Marketing/Belarus/BSEU/	<ul style="list-style-type: none"> • IT in economy and management • Microeconomics • Macroeconomics • Econometrics • Relationship Marketing • Strategic Marketing • General Event Marketing • Holistic Marketing • Event Marketing Characteristics in Variable - Application / Event Marketing Services 	1 year	3.500 USD	Belarus State Economic University
Official Master Degree in Event Organisation, Protocol and Institutional Relations	https://www.masterstudies.com/Master-in-Events-Organization-Protocol-and-Business-Tourism-(MICE)/Spain/OSTELEA-%7C-Distancia/	<ul style="list-style-type: none"> • Structure and finances for the tourism sector • Talent management and innovation • Management of events organization and business tourism companies in global settings • Structure of the global tourism industry • International marketing, a protocol for events and business tourism • Master's thesis 	1 year full time	15.200 EUR	The OSTela Barcelona
Master in corporate communication:	https://www.masterstudies.com/Master-in-Corporate-Communication-Public-Relations-Protocol-and-	<p>Communication and PR Area</p> <ul style="list-style-type: none"> • Communication department challenges and strategies • Relation with the media 	1 year	6.500 EUR	ESERP Business School

<p>Public relations, protocol and events management</p>	<p>Events-Management-in-Barcelona/Spain/ESERP-Business-School/</p>	<ul style="list-style-type: none"> • Digital communication • Comprehensive communication plan • Crisis management and reputational risk <p>Communications and events area</p> <ul style="list-style-type: none"> • Event organization: key factors • Economic and legal management • CSR in communication and events <p>Multicultural and communications Area</p> <ul style="list-style-type: none"> • Communication and corporate identity • Protocol and comprehensiveness • Stakeholders and legal framework • Executive skills in communication <p>https://www.masterstudies.com/Master-in-Corporate-Communication-Public-Relations-Protocol-and-Events-Management-in-Barcelona/Spain/ESERP-Business-School/</p>			
<p>MSc International Events Management</p>	<p>https://www.ecole-management-normandie.fr/uk/formation/msc/msc-international-events-management.html?utm_campaign=educations.com+-EM+Normandie+programs&utm_medium=Click+from+educations.com&utm_source=MSc+International+Events+Management</p>	<ul style="list-style-type: none"> • Stakes facing the international events industry (including digital strategy for events) • Events marketing: communication, brand management and media relations • International events project management • Drawing up bids in answer to invitations • Events risk management • Sponsoring for international events and partnerships • Cross-cultural management • Sustainable development in events 	<p>1 year</p>	<p>13.000 EUR</p>	<p>EM Normandie</p>
<p>Event Management</p>	<p>https://www.educations.com/study-abroad/alconquin-college/event-management-152780</p>	<ul style="list-style-type: none"> • Logistics, operations and risk management • Program planning • Food and beverage managerial cost analysis • Event management strategies • Human resources and volunteer management 	<p>1 year</p>	<p>The tuition fees for the Graduate Certificate in Event Management Graduate Certificate in Event Management are \$1,954.48 in Level</p>	<p>Algonquin College</p>

		<ul style="list-style-type: none"> Media and marketing concepts 		01 and \$1,935.86 in Level 02.	
MSc International Events Management	https://www.educations.com/study-abroad/glasgow-caledonian-university/msc-international-events-management-160295	<ul style="list-style-type: none"> Events policy Experiencing events Media, communication and PR Personal and professional development <p>Trimester 2</p> <ul style="list-style-type: none"> E-branding Event bidding Work based project in the cultural and creative industries Option choice <p>Trimester 3</p> <ul style="list-style-type: none"> Postgraduate creative and cultural project 	1 year	/	Glasgow Caledonian University
Marketing and Event Management	https://www.chi.ac.uk/business-school/our-courses/marketing-and-digital-marketing/bachelors-marketing-and-event-management		3 years	/	University of Chichester
Successful Event Management	http://www.oxfordcollegeofmarketing.com/short-courses/successful-event-management/	<ul style="list-style-type: none"> How the world of events is developing Effective event strategy Event analysis – stakeholder engagement Setting realistic objectives Effective event planning and implementation Techniques on event negotiation and contracting Implementing a digital event strategy Exploring new concepts of event design 	/	/	Oxford - college of marketing

		<ul style="list-style-type: none"> • Understanding and using virtual and hybrid events • Monetizing events 			
Diploma in Event management	https://eventacademy.com/course/diploma/	<ul style="list-style-type: none"> • Event management planning • Co-ordinating events • Budgeting and event documentation • Fundraising events • Sports, hospitality and sponsorship • Marketing events and digital marketing • Experiential marketing • Creativity in events • Presentation skills • Social media (online lesson) • Celebrity events • Conferences, exhibitions & technology • Public relations • Production • Wedding planning • Corporate events • Risk management • Eco-friendly events <p>https://eventacademy.com/course/diploma/</p>	3 months	1.650 £	Event Academy
Bachelor of Business (Event Management/Marketing)	https://www.latrobe.edu.au/handbook/2016/undergraduate/bendigo/assc/business-econ/rbbemt.htm	<p>First year</p> <ul style="list-style-type: none"> • Academic integrity module (online) • Wominjeka La Trobe: Indigenous Cultural Literacy for Higher education • Business foundations • Accounting and finance for business • Business economics • Introduction to tourism, hospitality and events • Business analytics • Introduction to business law and ethics 	3 years		LA Trobe University

		<ul style="list-style-type: none"> • The event experience • Marketing: defined, planned and delivered <p>Second year</p> <ul style="list-style-type: none"> • Hallmark events • Consumer behavior • Social marketing • Brands and brand management • Sustainability • International marketing • Two MKT, THS or MGT coded elective subjects <p>Third year</p> <ul style="list-style-type: none"> • Event planning • Volunteer management • Advertising and sales promotion • Marketing research • Event project • Strategic marketing • Entrepreneurship • One level 3 elective subject <p>https://www.latrobe.edu.au/handbook/2016/undergraduate/bendigo/assc/bus-econ/rbbemt.htm</p>			
International Event Management BA (Hons)	https://www.brighton.ac.uk/courses/study/international-event-management-ba-hons.aspx	<p>Year 1</p> <ul style="list-style-type: none"> • The event industry • The event consumer experience • Event operations and project planning • Organisations, management and people • Marketing, branding and consumer psychology • Economics and finance <p>Year 2</p> <ul style="list-style-type: none"> • Events life! • Risk and crisis management in the international events industry 	1-2 years	<p>UK/EU (full time) 9.250 GBP</p> <p>International (full time) 12.900 GBP</p>	University of Brighton

		<ul style="list-style-type: none"> • International event management challenges • Managerial accounting • Research methods • Event experience design • Preparation for placement and reflective practice <p>Specialism modules studied instead of event experience design</p> <ul style="list-style-type: none"> • Marketing planning • Reading sport and media 			
Marketing & Events Management	http://courses.wlv.ac.uk/course.asp?code=MK017J31UVD	http://courses.wlv.ac.uk/course.asp?code=MK017J31UVD what happens on the course	/	Full time 9.250£ Part time 2.925£ International 11.700£	University of Wolverhampton
Marketing and Events Management BA/BSc (Hons)	https://www.northampton.ac.uk/study/courses/marketing-and-events-management-joint-honours/	<p>Stage 1</p> <ul style="list-style-type: none"> • Event logistics • The events industry • Introduction to marketing communications • Foundations of marketing • Business modelling for marketers • Digital marketing essentials <p>Stage 2</p> <ul style="list-style-type: none"> • Risk management in events • Events professional practice • Events and tourism research • Event communications • Development through work • Career development and employability • Tactical & Strategic marketing • Information for marketing decisions • Brand management 	/	Full time: 9.250£ International 12.000£	University of Northampton

		<ul style="list-style-type: none"> • Service marketing • E-marketing • International market tactics • The placement year experience <p>Stage 3</p> <ul style="list-style-type: none"> • Client-centered event • Dissertation • Research project • The cultural Olympiad • Events communications 2 • Events and sustainability • Leading services quality in hospitality • Marketing dissertation • Marketing project • Marketing management • Consumer behavior • International marketing • Customer relationship management 			
Sustainable Event Management	http://www.europeanschoolofeconomics.com/ese-short-courses/sustainable-event-management.html	<ul style="list-style-type: none"> • Sustainable project development • Major event management • E-business & e-commerce • International business decision making 	3 months	50.000 EUR	European School of Economics
Sustainable events management	https://www.stir.ac.uk/undergraduate-study/course-information/course-s-a-to-z/stirling-management-school/sustainable-events-management/	<p>Year one</p> <ul style="list-style-type: none"> • The global business environment: an introduction • The management challenge: an introduction <p>Year two</p> <ul style="list-style-type: none"> • Fundamentals of business & management • Operations management <p>Year three</p> <ul style="list-style-type: none"> • Financial business modeling (events) 	4 years	Overseas students (non EU) 12.140£ Scottish and EU students 1.820 £	University of Stirling

		<ul style="list-style-type: none"> • Managing the consumer experience • Understanding consumers • Project management • Developing sustainable events • Digital and experimental marketing <p>Year four</p> <ul style="list-style-type: none"> • Facility, conference and venue management (events) • Effective communication and external relations for managers • Work-based project – sustainable events management • Professional development & practice 		<p>Students from the rest of the UK 9250 £</p>	
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Educational themes

We are going to start the analysis with educational themes. There are 12 most common educational themes - knowledge shown in the list below. From this short analysis we can note that most of the themes are connected with marketing and management.

list of most common educational themes

Event marketing

Event management

Luxury brand strategy

Economic perspectives

Selling and sales management

Consumer analysis

Digital and social media marketing

Risk management

International marketing, protocol for events

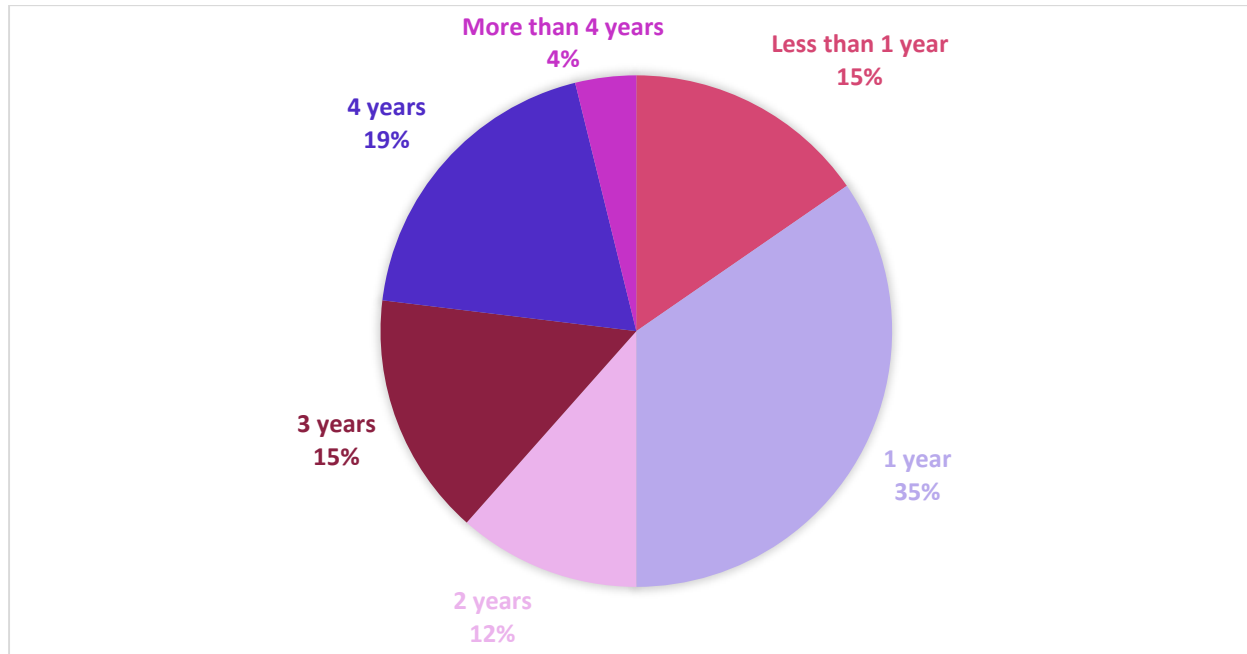
Business tourism

Sustainability

Managerial accounting

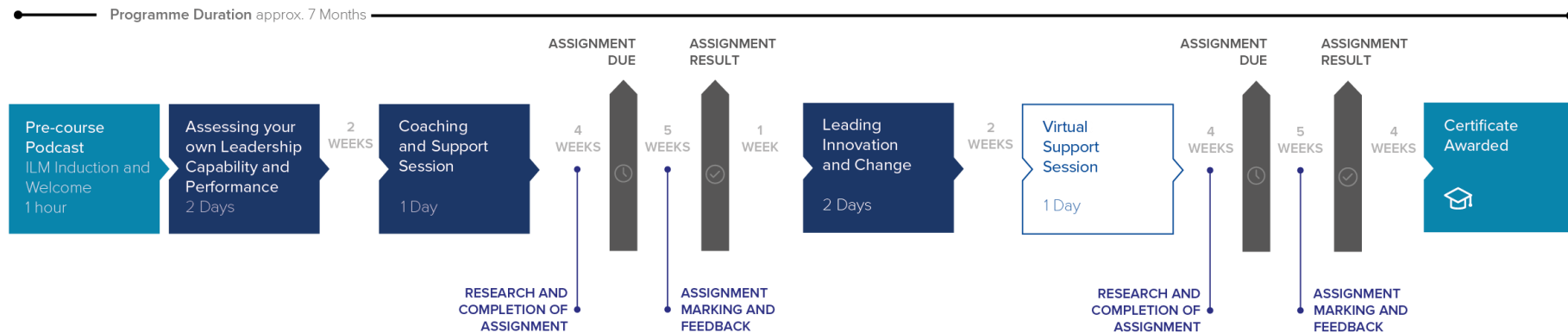
Comparative analysis of the duration of the programs

In this part of the paper, we made comparative analysis and benchmarking of required worldwide courses. Every educational program has different content and structure of the modules. Also the duration of the programs are different.



As we can see on the figure, the duration of 35% of the analyzed programs is 1 year which is the biggest percentage. Same percentage (15%) have programs that last less than 1 year and 3 years. Only 4% have programs that last more than 4 years. From the aspect of the duration of the programs for marketing and event management we can conclude that most common are the programs that a shorter, such as those that last 1 year.

Example of Educational programme process



Educational programme process's duration is approximately 7 Months. It will start with pre-course product (ILM Introduction and Welcome) that is going to last 1 hour, after that there are 2 days for assessing your own leadership capability and performance. After 2 weeks there is 1 day for coaching and support session. The next 4 weeks are for research and completion assignment, then follows the assignment due. Next 5 weeks are predicted for assignment marking and feedback, than there is the assignment result. After pause from one week there are 2 days for leading innovation and change. There is another pause from 2 weeks, than follow 1 day for virtual support session. The participant are going to have 4 weeks for research and completion of the assignment, after that is the assignment due. Next 5 weeks are for assignment marking and feedback and after the feedback follows assignment result. After a pause from 4 weeks is predicted the final part from the educational programme which is the certificate award.