

1. BASIC INFORMATION

Course	EVENT DESIGN AND PUBLIC RELATIONS
Degree	MARKETING
School/faculty	SOCIAL SCIENCES
Year	FOURTH
Ects	6 ECTS
Type	MANDATORY
Language	ENGLISH
Mode	IN-PERSON
Semester	MARKETING
Academic year	2025-2026
Coordinator	MARTÍN LÓPEZ, RAQUEL
Instructor	MARTÍN LÓPEZ, RAQUEL

2. INTRODUCTION

Currently, there are many types of events: sports, cultural, festive, social, or institutional. They all share the common requirement of extensive preparation. Therefore, companies can either organize their own events or rely on other companies for their organization, as we will see through masterclasses from external companies during the semester.

Organizations can use events to promote products or services, strengthen professional and emotional ties with stakeholders, and achieve other objectives that we will explore, along with all relevant management tasks, regulations, and sector protocols.

3. COMPETENCIES AND LEARNING OUTCOMES

Basic Competencies:

- CB4 - Students should be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences.
- CB5 - Students should have developed the learning skills necessary to undertake further studies with a high degree of autonomy.

Transversal Competencies:

- CT03 - Teamwork: Ability to integrate and actively collaborate with other people, areas, and/or organizations to achieve common goals.
- CT05 - Analysis and Problem Solving: Ability to critically evaluate information, break down complex situations into their constituent parts, recognize patterns, and consider alternative approaches and perspectives to find optimal solutions and efficient negotiations.
- CT06 - Adaptation to Change: Ability to accept, value, and integrate different positions, adapting one's approach as the situation requires, and working effectively in ambiguous situations.

Specific Competencies:

- CE06 - Ability to apply communication concepts necessary to generate effective messages, using appropriate channels and adapting to the target audience.
- CE14 - Ability to integrate diversity criteria required by today's society into the design of marketing solutions.
- CE25 - Ability to propose new ideas and seek marketing solutions that consider the cultural, ethnic, demographic, etc., diversity of the market, allowing the company to improve its positioning.

Learning Outcomes:

- LO1: Develop students' ability to design and manage events.
- LO2: Understand legislation and regulations and their practical application.
- LO3: Provide a comprehensive view of events as a tool for interaction with the company's stakeholders.
- LO4: Understand the importance of events in marketing strategy.

The table below shows the relationship between the competencies developed in the course and the learning outcomes pursued:

Competencies	Learning Outcomes
CB4, CB5, CT03, CT05, CT06, CE06, CE14 y CE25	LO1: Develop students' ability to design and manage events.
CB4, CB5, CT03, CT05, CT06, CE06, CE14 y CE25	LO2: Understand legislation and regulations and their practical application.
CB4, CB5, CT03, CT05, CT06, CE06, CE14 y CE25	LO3: Provide a comprehensive view of events as a tool for interaction with the company's stakeholders.

CB4, CB5, CT03, CT05,
CT06, CE06, CE14 y
CE25

LO4: Understand the importance of events in marketing strategy.

4. CONTENT

- Event management in organizational strategy.
- Protocol fundamentals adapted to the company. Role of events in marketing strategy.
- Event management: basic rules, regulation, standards, organization, logistics.
- Sector protocols: differences and creative, innovative trends.

5. TEACHING-LEARNING METHODOLOGIES

The following types of teaching-learning methodologies will be applied:

- Lectures
- Case Method
- Cooperative Learning
- Problem-Based Learning (PBL)
- Simulation Environments
- Workshop-Based Learning

6. TRAINING ACTIVITIES

The following types of training activities will be carried out, along with the student's time dedication to each:

In-person Mode:

Training Activity	Number of Hours
Tutoring	7
Lectures	40
Asynchronous Lectures	10
Independent Study	35
Oral Presentations	15
Case Analysis and Problem Solving	20
Group Participatory Activities	20

Knowledge Test	3
TOTAL	150

7. EVALUATION

The following evaluation systems and their weight on the total course grade are listed below:

In-person Mode:

Evaluation System	Weight
Knowledge Test	50%
Oral Presentations	20%
Case/Problem	20%
Performance Observation	10%

On the Virtual Campus, when you access the course, you can consult the detailed evaluation activities you need to complete, as well as the submission dates and evaluation procedures for each.

7.1. Regular Examination

To pass the course in the regular examination, you must obtain a grade of 5.0 or higher out of 10.0 in the final grade (weighted average) of the course.

In any case, it is necessary to obtain a grade of 5.0 or higher in the final exam for it to be averaged with the rest of the activities.

7.2. Extraordinary Examination

To pass the course in the extraordinary examination, you must obtain a grade of 5.0 or higher out of 10.0 in the final grade (weighted average) of the course.

In any case, it is necessary to obtain a grade of 5.0 or higher in the final exam for it to be averaged with the rest of the activities.

You must submit the activities not passed in the regular examination, after receiving the corresponding corrections from the instructor, or those that were not submitted.

8. SCHEDULE

This section indicates the schedule with submission dates for the course's evaluable activities:

Evaluable Activities	Date
Practice 1	Week 3-5
Practice 2	Week 6-9
Practice 3	Week 10-15
Case/Problem	Week 11-15
Knowledge Test	January 2025

This schedule may be subject to changes due to logistical reasons. Any modifications will be notified to the student in a timely manner.

9. BIBLIOGRAPHY

The bibliography for following the course is:

- López, E. y Moreno, P. (2017). *Relaciones Públicas y Organización de Eventos de Marketing*. Marcombo.

The following recommended bibliography is provided:

- Posner, H. (2013). *Marketing de Moda*. GGmoda.
- Del Olmo, J.L., Paricio, M.P., Sánchez, M. (2018). *Marketing y comunicación de Moda, Lujo y Lifestyle*. CEU Ediciones.
- Kotler, P. (2006). *Dirección de Marketing*. Prentice Hall.

10. EDUCATIONAL GUIDANCE, DIVERSITY AND INCLUSION UNIT

The Educational Guidance, Diversity, and Inclusion Unit (ODI) offers support to our students throughout their university life to help them achieve their academic goals. Other pillars of our work include the inclusion of students with specific educational support needs, universal accessibility across the university's campuses, and equal opportunities.

This Unit offers students:

1. Support and monitoring through personalized advice and plans for students who need to improve their academic performance.
2. In terms of diversity attention, non-significant curricular adjustments are made, i.e., in methodology and evaluation, for students with specific educational support needs, aiming for equal opportunities for all students.
3. We offer students various extracurricular training resources to develop different competencies that will enrich their personal and professional development.
4. Vocational guidance through the provision of tools and advice to students with vocational doubts or who believe they have made a mistake in choosing their degree.

Students who need educational support can write to us at:

orientacioneducativa.uev@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

The European University encourages you to participate in satisfaction surveys to identify strengths and areas for improvement regarding the faculty, the degree, and the teaching-learning process.

The surveys will be available in the survey section of your virtual campus or via your email.

Your feedback is necessary to improve the quality of the degree.

Thank you very much for your participation.