

FACULTY OF LETTERS AND PHILOSOPHY

**THE MARKETING AND ORGANISATION OF EVENTS
1ST LEVEL MASTER DEGREE**

Academic Year 2006/2007

II Edition

In collaboration with: FERPI Federazione Relazioni Pubbliche Italiana

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DIRECTION AND SCIENTIFIC COMMITTEE

Director: Prof. Gennaro Iasevoli

Scientific Committee: Prof. Sergio Cherubini, Prof. Claudia Golinelli, Dr. Toni Muzi Falconi, Dr. Dario Zerbini

PROFESSIONAL PROFILE

The organiser of events or Event Manager is a professional who works in the planning, development management and control of big events, using all the instruments necessary for each single case. They must have the skills to be able to interpret the needs of the event promoter (client), supervise all the various phases of the event, from the event project management to the event organization, from the event marketing to the event budget control, and concomitantly guarantee customer satisfaction.

PROGRAMME

The university Master in Marketing and Event Management is designed to give graduates the necessary skills to deal with the demands of organisation and marketing generated by modern events of various types – business, cultural, musical, theatrical, sports, religious – and the requirements put forward by the organisations and enterprises linked to them.

ENTRY REQUIREMENTS

Three-year degree (new system) or four/five-year degree (old system), or a degree from a foreign university recognised as being equivalent.

Students can also enrol who will be graduating in the winter session and who at the beginning of the Master have drawn up their study plan (precautionary enrolment).

APPLICANTS

The Master is intended for all those who want to specialise in the organisation and marketing involved in event management, also in the light of the new economy, updating and completing their knowledge in this field.

STRUCTURE

- Maximum number of students: 26
- Over 420 hours of lectures, to which are added traineeships or project work and individual study.
- Written assessment tests and final thesis

LECTURERS

University lecturers in marketing, project management, organisation, budgeting, event managers, experts in the sector, professionals, managers of public sector offices.

SYLLABUS

MODULE 1

Team building

- Team building and leadership

MODULE 2

The event market and its characteristics

- Characteristics of events
- The event market

MODULE 3

Event marketing

- Analytical, strategic and operative event marketing
- The event marketing project

MODULE 4

Event planning, organisation and budgeting

- The organisational roles in events
- Event project management
- Event budget

MODULE 5

Business events

- The public and the aims of business events
- Evaluation of returns

MODULE 6

Sports events

- The sports event system
- Sponsors and co-marketing in sport

MODULE 7

Cultural events

- Characteristics of cultural events (shows, art, culture etc.)
- Organisation and promotion of cultural events

MODULE 8

Media events

- Events and media
- Organisation and promotion of media events

MODULE 9

Congresses

- Congress logistics and organisation
- Congress marketing

MODULE 10

Tourist and territorial events

- Characteristics of local tourist events
- Organisation and promotion of tourist and territorial events

MODULE 11

Musical events

- The musical events system
- Organisation and marketing of a concert

ADDRESS

LUMSA – Faculty of Letters and Philosophy

Via della Traspontina, 21 - 00193 Roma.

Some lectures will be held at external organisations that collaborate with the Master.

TIMETABLE OF LECTURES

Start date of lectures: January 2007

DURATION

Duration: January – October, divided into lectures (from Monday to Thursday at the fixed timetable – plus optional seminars) and a period of training or project work with a final conference.

ENROLMENT

Pre-enrolment application: as of 1 September

The application for pre-enrolment, together with CV, must be sent to mastereventi@lumsa.it by 1 December 2006. The application form can be found on the internet site: www.lumsa.it

Candidates, subject to interview with the Master course direction, will be admitted until the closed number is reached, according to the order in which the applications are presented.

Final enrolment: 15 December 2006

The application for enrolment, together with documentary evidence of qualifications must be sent to the following address by 15 December 2006:

**LUMSA - Segreteria Master e Corsi di Perfezionamento
Via Pompeo Magno, 22 – 00192 Roma**

Applications received without the requested documentary evidence of qualifications enclosed will not be taken into consideration.

The application for enrolment can be found at www.lumsa.it or at the Masters and Specialisation Courses Office

Enrolment for the Master is incompatible with other degree courses, Masters, Specialisation Courses, Specialisation Schools and Ph. D. Courses of the LUMSA and other universities.

ENROLMENT FEES AND PAYMENT

Cost: € 5.000.00 payable in three instalments

I instalment: € 1.700.00 at the time of enrolment

reimbursable in the case of failure to start/non-admission to Master

II instalment: € 1.650.00 (by 30.04.2007)

III instalment: € 1.650.00 (by 30.06.2007)

Payments can only be made by bank transfer to:

LUMSA - UniCredit PB - Reference: 7485 – ROMA Parioli

Account No. 60005491 ABI 03223 CAB 03202 CIN J

specifying in the description of payment your name, surname and title of Master.

Copies of the bank receipt of the bank transfers must be taken to the Master and Courses Office.

Once enrolled for the Master, no refund of the instalments already paid is due in the case of renunciation. (The payment of the enrolment fees by instalments is only a concession for students: therefore, any renunciation does not exempt students from the whole amount of the enrolment fee).

AWARDS

- **60 University Credits**
- Title of 1st level Master degree in "Marketing and Event Management"
- The Master permits students to get credits that are recognised (up to a maximum of 50) upon enrolment for the Specialist Degree in "*Business communication, Advertising and the New Media*", taught at the LUMSA's Faculty of Letters and Philosophy.

PROFESSIONAL TRAINING

Students have the possibility of traineeships during the Master in companies and offices involved in the organisation of events or of taking part in project work.

All 23 of the students of the 1st edition did a period of professional training.

INFORMATION

LUMSA - Masters and Specialisation Courses Office

Via Pompeo Magno, 22 -00192 Roma

Tel. 06-68422467 Fax 06-68422484

perfezionamento@lumsa.it

www.lumsa.it

Organising Office

Dr. Laura Michelini

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