

Course Unit	Event Management and Organisation		Field of study	Business Sciences	
Bachelor in	Tourism		School	School of Public Management, Communication and Tourism	
Academic Year	2025/2026	Year of study	3	Level	1-3
Type	Semestral	Semester	1	ECTS credits	6.0
Code	9254-846-3103-00-25				
Workload (hours)	162	Contact hours	T -	TP 60	PL -
			TC -	S -	E -
			OT -	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) **Elisabete da Graça Cascais da Silva**

#### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Assess the importance of events for tourist attraction;
2. Identify the roles and profiles of event management professionals;
3. Distinguish some protocol rules inherent to events;
4. Recognize the process of organizing and managing events;
5. Analyze the production/distribution/consumption events' relationship;
6. Plan and organize a tourism/cultural event;
7. Design evaluation reports in the process of organizing and managing events.

#### Prerequisites

Before the course unit the learner is expected to be able to:  
Not applicable.

#### Course contents

1. General context of events
2. Management and event production models
3. The event organizer: profiles and functions
4. Protocol and Events
5. Event Planning
6. Events Marketing
7. Events Financing
8. Event assessment.

#### Course contents (extended version)

1. General context of events:
  - Concept of event
  - For-profit and nonprofit events
  - Classification of events
  - Types of events
  - Impacts of events
  - Case Studies
2. Management and event production models
  - Case Studies
3. The event organizer: profiles and functions
4. Protocol and Events
5. Event Planning:
  - Strategic planning
  - Phases of event planning
6. Marketing Events:
  - Marketing context
  - Events Marketing mix
  - Marketing planning
  - Marketing strategies
  - Major trends in event marketing
  - Case Studies
7. Events Financing:
  - Budgets
  - Type of funding: Crowdfunding, sponsorship and patronage
  - Case Studies
8. Event assessment
  - Events assessment process
  - Events evaluation parameters
  - Assessment tools
  - Case Studies

#### Recommended reading

1. Dwyer, L. & Wickens. E. (2012). Event tourism and cultural tourism. London: Routledge. ISBN: 9780415623681
2. Ferdinand, N. & Kitchin, P. (2012). Events management: An international approach. London: SAGE Publications Ltd. ISBN: 9780857022417
3. Isidoro, A. M. (2023). Manual de organização e gestão de eventos. Lisboa: Edições Silabo. ISBN: 9789726187233
4. Pedro, F. et al., (2012). Gestão de eventos. Lisboa: Escolar Editora. ISBN: 9789725923399
5. Vieira, J. M. (2015). Eventos e Turismo: Planeamento e Organização. Lisboa: Edições Silabo. ISBN: 9789726187967

#### Teaching and learning methods

The methodology is based on tutorial sessions on contact hours using the expository method associated with active techniques. Audiovisual resources, Analysis of case studies and practical data.

#### Assessment methods

1. Continuous Assessment - (Regular, Student Worker) (Final, Supplementary)
  - Intermediate Written Test - 25% (Exam.covering all taught content - Part 1 of the General Educ.Exam. Minimum grade of 7 out of 20.)
  - Intermediate Written Test - 25% (Exam.covering all taught content - Part 2 of the General Educ. Exam. Minimum grade of 7 out of 20.)

**Assessment methods**

- Presentations - 50% (Group work (maximum of 3 members) organizing an event. Only positive marks will be considered.)
- 2. Final Assessment - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 100% (For students who did not opt for, or did not obtain approval for, continuous assessment.)
- 3. Students in Mobility - (Regular, Student Worker) (Final, Supplementary, Special)
  - Final Written Exam - 100% (For students who did not opt for, or did not obtain approval for, continuous assessment.)

**Language of instruction**

Portuguese

**Electronic validation**

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24-01-2026	24-01-2026	24-01-2026	27-01-2026