

<b>Level:</b> master				
<b>Course title:</b> Cultural event management				
<b>Status:</b> elective				
<b>ECTS:</b> 6				
<b>Requirements:</b> None				
<b>Learning objectives</b> Enabling students to successfully perform jobs in the field of cultural event management in tourist organizations, tourist agencies, hotels, public administration, etc. Acquiring theoretical and practical knowledge required for successful dealing in the areas of planning, organization, implementation and control of cultural events.				
<b>Learning outcomes</b> Enabling students to plan, organize, promote cultural events.				
<b>Syllabus</b>  <i>Theoretical instruction</i> Introduction to cultural event management-general terms; Significance of cultural events for tourist destinations; Stakeholders: organization (host), sponsors, media, participants, visitors; Planning, organizing, managing and control of cultural events; Finances, drawing sponsors' attention; cultural event marketing; demand, marketing mix; Influence of a cultural event: economic, socio-cultural, ecological, psychological and socio-political; Human resources.  <i>Practical instruction</i> Exercises are designed as practical work, visits to cultural events (manifestations) and their organizers, which should introduce students to their basic characteristics and features. Seminar papers are aimed at expressing students' opinion based on personal experience and conducted field surveys.				
<b>Weekly teaching load</b>				Other: /
Lectures: 2	Exercises: 2	Other forms of teaching: /	Student research: /	