

POLI ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.012.03
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<i>Course</i>	Sociocultural Animation					
<i>Subject</i>	Event Organization					
<i>Academic year</i>	2023/2024	<i>Curricular year</i>	3rd	<i>Study period</i>	1st semester	
<i>Type of subject</i>	Compulsory	<i>Student workload (H)</i>	Total: 135	Contact: 60	<i>ECTS</i>	5
<i>Professor(s)</i>	Guilherme Francisco Rosa Monteiro					
☒ <i>Area/Group Coordinator</i> ☐ <i>Head of Department</i>		Joaquim Manuel Fernandes Brigas				

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

The objectives defined in the Event Organization UC intend for the student to gain knowledge and skills in:

- Define the event concept
- Display the different types of events
- Define the strategy for organizing an event
- Define event marketing
- Present case studies

2. PROGRAMME

- Events: theoretical context
- Main steps in planning an event
- The budget and negotiation
- Event marketing
- Event Management Practices - Case Studies
- Event evaluation

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The syllabus fulfill the objectives that the UC intends to achieve as the first two are covered in point 1 of the program. The case studies are carried out in the last point of the program and the remaining objectives are covered by points 2 to 5 of the program.

4. MAIN BIBLIOGRAPHY

Allen, J. *et al.* (2008). *Organização e Gestão de Eventos*, 3ª edição. Rio de Janeiro: Editora Campus.

Black, C. (2006). *Guia Prático do Profissional de RP*. Lisboa: Europa-América.

Caetano, J. *et al.* (2018). *Gestão de Eventos*. Lisboa: Escolar Editora.

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Chagas, I. (2020). *Eventos de Sucesso: O Guia para o Organizador de Eventos Moderno*. Kindle Edition.

Isidoro, A. et al. (2014). *Manual de Organização e Gestão de Eventos*. Lisboa: Edições Sílabo.

Pedro, F. et al. (2007). *Gestão de Eventos*. Lisboa: Quimera.

Zitta, C. (2018). *Organização de Eventos: Da Ideia à Realidade*. São Paulo: Senac

Ramos, F. (2007). *Estratégias e Protocolo para a Comunicação Corporativa*. Lisboa: Media XXI.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Theoretical-practical expository method using audiovisual means; individual and group research; debate; Case Study; Practical Method: Organization of an Event.

EVALUATION RULES:

Continuous assessment: changed to two elements:

- Realization and operationalization of the Event “Guarda Como Marca - Interpretations of the City at the Museum” in a collaborative network and partnership with the Associação Heredita da Guarda and the Municipality of Guarda, January 7th, 2023”. (60%)
- Conducting a frequency. (40%)

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

Theoretical-practical expository method with the use of audiovisual means - acquisition of knowledge and skills in the area of Events Organization through the dynamics of the learning process driven by planning, operationalization, with study visits to the built Heritage accompanied by those responsible for the Culture and to the Museu da Guarda and research/survey at the Municipal Library of Guarda of historical characters to apply the History/Legends in a theatrical context during the event, in collaboration with the UC Animação Turística under the theme: “Guarda As a Brand - Interpretations of the City in the Museum”, January 7th, 2023, in a collaborative network and partnership with the Heredita da Guarda Association and the Municipality of Guarda.”

7. ATTENDANCE

In relation to the attendance regime, 2/3 attendance in classes is mandatory, so that students can be assessed continuously, according to the regulations in force at the School.

All those who do not meet this criterion will be subjected to exam periods.

8. CONTACTS AND OFFICE HOURS

E-mail: gr.monteiro@ipg.pt

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Attendance office: no. 1.10

Office hours: Tuesday, from 4:30 pm to 5:30 pm, and, thursday, from 2:30 pm to 5:30 pm

DATE

30 de outubro de 2023

SIGNATURES

Area/Group Coordinator

(Coordinator Professor Joaquim Manuel Fernandes Brigas)

Professor

(Adjunct Professor Guilherme Francisco Rosa Monteiro)