

Course title	Strategic International Business Consulting (A)				
Teacher(s)	Monica CHIEN, SAITO Akira			開講区分	単位数
				2nd semester	1.0
Numbering Code		Day · Period	Other	Timetable Slot Code	3J326

Lesson topic

This course aims to provide students with the necessary knowledge and skills to give advice concerning business planning in the event, tourism, and sports contexts. It has an international focus and introduces students to the key concepts involved in event and tourism management, while offering insights into the principals of marketing.

Special events and festivals such as sport, arts, and cultural celebrations have long been used by cities and regions to provide residents with entertainment and leisure opportunities, and to attract domestic and international visitation to the destination. Events represent a unique form of service product development to satisfy diverse stakeholders including consumers (residents and/or tourists), government, community and cultural groups, media and business sponsors or financiers.

Against the backdrop of 2019 Rugby World Cup and Tokyo 2020 Olympic and Paralympic Games, this course gives an overview of issues involved in international event planning, operations, marketing and resourcing at both the macro and micro levels. As such, the course draws upon cross-disciplinary theories from tourism, psychology and social science, as well as current business practice to provide a framework for understanding.

Here, topics such as mega-event bidding, urban renewal and regional revitalization, risk and disaster management, sponsorship and contractual issues, scandals and ethical concerns, destination branding and strategic planning will give students a strong focus on event as international business management. Using examples from a variety of countries and real-world cases, students will use critical judgment to compare and analyze complexities presented by different market, cultural, and institutional settings. Students will implement their knowledge in the form of assignments that simulate a consultancy context.

Lesson target

After successfully completing this course, students should be able to:

- Understand the terminology, definitions and models applied to the study of event and tourism.
- Identify the landscape in which events exist and operate within the broader entertainment, tourism and social contexts.
- Demonstrate an ability to critically analyze, synthesize and respond to the issues underpinning international event management.
- Plan and develop appropriate strategies and tactics for an identified event to achieve the goals of the event organization and/or city or region.
- Bridge the gap between business and legal practices by raising awareness of the role law plays in the marketing of event and tourism.

Syllabus and plan

There will be a total of eight lectures covering the following topics.

- Event, tourism, and destination marketing
- Event impacts and legacies
- Event marketing
- Sponsorship and fundraising
- Event operations
- Crisis and risk management in event and tourism
- Consumer behavior and marketing research
- Contemporary issues and trends in event and tourism

The topics and schedule may be adjusted depending on our progress over the course.

Evaluation method

- (a) Attendance and class participation 50%
- (b) Written report (Event and destination evaluation) 50%

Evaluation baseline

With the method stated above, grades will be determined in accordance with the degrees of achievement of the objectives.

Notice (include info. on related class)

The detailed course syllabus including lecture materials will be distributed to students later.

Review and preparation

Read the assigned materials and prepare the proposed questions before each lecture.

Office hour · Contact information

Message for student

This course provides students with an understanding of how marketing principles and management theories can be applied to the event context. It will also give insight into the impacts of mega-events on business and society. I look forward to students' active participation in class.

Improvements in Teaching

Text

Readings and learning materials will be provided at the beginning of the course. There is no prescribed textbook.

Reference Material

Additional materials will be shown in the detailed syllabus that will be provided to the participants beforehand.

Festival and special event management, 5th ed. / Allen, J., O'Toole, W., Harris, R. & McDonnell, I. : Milton, Qld: John Wiley and Sons ,2011 ,ISBN:

Events management: An introduction. 2nd ed. / Bladen, C., Kennell, J., Abson, E., & Wilde, N. : Abingdon, Oxon: Routledge ,2018 ,ISBN:

The sponsorship handbook: Essential tools, tips and techniques for sponsors and sponsorship seekers. / Collett, P. & Fenton, W. : West Sussex, UK: John Wiley and Sons. ,2011 ,ISBN:

Classroom Language

English

Keywords

Event marketing, mega-event, tourism, sport, strategy