



Marketing Management in the MICE Sector Syllabus

1. Module Title	Marketing Management in the MICE Sector	2. Module Code	
3. Academic Year, Semester, Module Status	2024-2025 Winter semester, Full-time		
4. Aims and Learning Outcomes	<p>Marketing is a basic function of modern business also in the tourism industry. Without marketing, the company does not exist, especially in MICE (Meetings, Incentive, Conventions and Events/Exhibitions) sector. This course gives students an overview of the marketing in MICE sector of the tourism industry. The purpose of this course is to acquire an in depth knowledge about the specialized field of MICE industry and to become familiar with management techniques and strategies required for successful promotion of special events within a MICE context.</p> <p>The main areas of marketing in MICE course are:</p> <ul style="list-style-type: none"> • marketing aims and functions for MICE, • customer behaviours, • product strategy, • brand strategy, • customer relationships management, • promotion strategy, • distribution network 		
Knowledge	Effect Code		Assessment
	Subject	Field	
Has in-depth knowledge of how it functions enterprises in the MICE sector on the domestic market and international, including economic and legal conditions, ethical and other as well as relations between the company and its environment		K_W07	Group project
Has in-depth knowledge of competition strategies and cooperation of enterprises in the MICE sector on the domestic market and international, as well as methods of obtaining data on the behaviour of participants in domestic and foreign markets		K_W09	Group project
Has in-depth knowledge of internal and external development conditions organization, including the rules for creating new business initiatives in the field of events organization		K_W17	Group project, test
Skills	Effect Code		Assessment

	Subject	Field	
Is able to use the theory of management sciences and complementary sciences to identify, diagnose and solve problems related to key functions in the MICE sector, and their impact on the implementation of the organization's strategy		K_U02	Group project
Is able to adequately respond to changes in the in the MICE sector and in tourism environment by creating or adapting management tools, also in the conditions of volatility, risk and uncertainty		K_U05	Group project
Social Competencies	Effect Code		Assesment
	Subject	Field	
Is ready to make a critical assessment of his/her knowledge and received content in the field of marketing strategies in the MICE Sector		K_K03	Group project
Is ready to think and act in an entrepreneurial manner in accordance with accepted norms and rules		K_K04	Group project
Is ready to perform professional roles in the MICE Sector, including in particular those related to the responsibility for team management, development of the profession's achievements, maintaining the ethos of the profession, as well as observing and developing the principles of professional ethics, including activities in marketing strategies		K_K05	Group project
5. Module Coordinator	Name		E-mail
6. Lecturer	Name		E-mail
	Mgr Anastasiia Menshykova		anastasiiamenshykova@gmail.com
7. Module Level	Masters		
8. Year and Programme	Year		Programme
	1		
9. Module Content			
	Topics Discussed		Hours
Workshop			
1. MICE Sector – general information 2. Marketing – general information 3. Project Management aspect from the perspective of the MICE sector 4. Touchpoints as a pillar for a successful MICE project 5. Event Management 6. Case study – planning an event			2,5 h each topic

7. Midterm examination		<i>30 h together</i>	
8. Marketing campaigns for DMC Companies – case study for the hospitality industry			
9. Consumer behaviour – MICE and hospitality sector			
10. Experience Economy			
11. Lovemark Concept			
12. Final presentations			
10. Individual Student's Work			
#	Description	Hours	
	Analysis of the literature	5	
	Analysis of the case studies	10	
	Realization of individual tasks within the project group	15	
11. Assessment Methods		Group project (50%). Test (40%). Being active during the workshop (10%)	
12. Assessment Criteria		In order to pass the course student should score at least grade 3.0 (50%) as the total grade for semester. Scoring translates into grades as follows: 50 - 59 points - grade 3 60 - 69 points - grade 3.5 70 - 79 points - grade 4 80 - 89 points - grade 4.5 90 - 98 points - grade 5 98-100 points - grade 5.5 In the case of exceptional student achievements, the lecturer can award a 5.5 mark with fewer points.	
13. ECTS Credits			
		Hours	ECTS
Contact Hours			
Workshop		30	
Other Kind of Student's Activity			
Individual Student's Work		30	
SUMM		45	4
14. Required Readings		1. Leonard H. Hoyle, Fitzpatrick Heather <i>Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions</i> , (The Wiley Event Management Series) 2. George Fenich, 2004. Meetings, Expositions, Events and Conventions	
15. Recommended Readings		Seungwon "Shawn" Lee, Dessislava Boshnakova, Joe Goldblatt <i>The 21st century meeting and event technologies: powerful tools for better planning, marketing and evaluation</i> UNWTO https://www.unwto.org/ Visit Europe https://visiteurope.com/en/	

	Think MICE https://thinkmice.pl/english
16. Place where module is run	LU campus/ Lazarski Platform and other online resources;
17. Other	