

Study program: MAS Tourism Management			
Subject: Digital marketing and social media in the event industry			
Teacher(s): Uglješa V. Stankov, Đorđije A. Vasiljević			
Course status: elective (Module: Tourism event management)			
ECTS Number: 6			
Condition: none			
Course objectives: The aim of the course is to provide students with theoretical and practical knowledge about digital marketing strategies and the use of social media in planning, promotion and organization of events. Students will gain insight into current trends, tools and techniques that enable effective management of digital campaigns and audience engagement in the context of events.			
Course outcome: Upon completion of the course, students are able to: understand the basic concepts and strategies of digital marketing in the event industry; use social media in the promotion and organization of events; use tools to analyze and measure the success of digital campaigns; create digital marketing strategies tailored to different types of events and develop innovative approaches to using digital tools to engage audiences.			
Course content: <i>Theoretical classes</i> Basic concepts of digital marketing in the event industry; Digital marketing strategies and their application in the organization of events; Social Media and audience engagement; Personalization and targeted advertising in the promotion of events; Creating content for digital platforms; Video marketing and "live streaming" of events; Methods of data analysis and evaluation of campaign success; Trends and innovations in digital marketing for events; Virtual and hybrid events: digital strategies and participant engagement; The future of digital marketing in the event industry. <i>Practical classes</i> Creating and implementing a digital marketing campaign. the use of social media in the promotion of an event; Writing and optimizing content for digital platforms. analysis and interpretation of data from digital campaigns; creating video content for the promotion of the event; the introduction of a "live streaming" strategy; work with tools for monitoring and analyzing audience engagement; Designing campaigns for virtual and hybrid events. Creating a final project: a digital strategy for a specific event.			
Recommended literature			
Primary literature:			
<ul style="list-style-type: none"> ● Hassan , A. (2022). <i>Digital transformation and innovation in tourism events</i>. Routledge. London, UK ● Brown, T., & Drakeley, C. (2023). <i>Virtual events management: Theory and methods for event management and tourism</i> . Goodfellow Publishers. Oxford , UK. ● Kotler , P., Kartajaya, H., & Setiawan, I. (2021). <i>Marketing 5.0: Technology for humanity</i> . Wiley. Hoboken, NJ, USA. 			
Additional literature:			
<ul style="list-style-type: none"> ● Filimonau, V., Ashton, M., & Stankov, U. (2024). Virtual spaces as the future of consumption in tourism, hospitality and events. <i>Journal of Tourism Futures</i>, 10(1), 110-115. 			
Number of hours of active teaching 3	Theoretical classes:2	Practical classes:1	
Teaching methods Method of oral presentation; Illustrative and demonstrative method (work on the nachunar); Practical classes			
Proficiency assessment (maximum number of points 100)			
Pre-examination obligations	Points	Final exam	Points
activity during the lecture	5	Written exam	30-45
Practical classes	5	Oral exam	-

colloquium	40	
Seminars	5		