



Subject: Event Design & Experience Management

I. General information

Organization unit	Faculty of Physical Education Chair of: Management, Organisation and Economics Chairman: phd Monika Piątkowska
Course name	Event Design & Experience Management
Subject code	TiRII-07
Teaching language	English
Type of subject (obligatory/ facultative)	Facultative
Level of studies (eg. bachelor, master)	Master
Study year	I
Semester	1
ECTS points	2
Professor	Phd Agnieszka Muszyńska
Studies program in which the subject is realized	Tourism and recreation
Method of realization (stationary/ distance learning)	Stationary
Prerequisites	none

DETAILED INFORMATION

Course aims and objectives

A1	Practical enhancement of debating, argumentation, and presentation skills.
A2	Familiarizing students with strategic business models based on AI technologies and the experience economy within the tourism and leisure industry.
A3	Developing competencies in the theoretical design of experience architecture and the analysis of modern event success indicators (ROI/ROE).
A4	Preparing students to take on leadership roles in project teams and to communicate effectively in crisis situations within an international environment.

Main topics

No	Topic
Lectures/Classes	
1.	Strategic Experience Design & Economy. Analysis of the transition from service logistics to experience design (Experience Economy) and participant journey mapping methodologies. (6h)
2.	Technology & Data-Driven Events. The role of AI in personalization of offers, analysis of EMS (Event Management Systems), and success metrics (ROI/ROE). (6h)
3.	Neuropsychology & Sensory Marketing. The application of neuropsychology in designing stimuli and a critical review of international sensory marketing case studies. (6h)
4.	Communication & Storytelling. Narrative strategies in events – a comparative analysis of transmedia storytelling tools and immersive technologies (AR/VR). (6h)
5.	Green Events & Future Trends. Risk management methodology, crisis communication, and a debate on original design concepts presented in English. (6h)

CONDITIONS FOR PASSING CLASSES:

<ol style="list-style-type: none">1. Project Concept (50%). Development and presentation of a Pitch Deck for an innovative event in English.2. Public Pitch (30%). Individual substantive defense of the project and proficiency in specialized terminology.3. Class Participation (20%). Participation in debates on current industry issues and the analysis of case studies.

1 ECTS point=25 hours students work (contact+self study)

TYPES OF CLASSES	HOURS
1. Contact classes	30 hours
a) Reviewing the assigned	4 hours
b) Gathering materials for the project	11 hours
c) Preparation for the final assessment/examination	5 hours
Total =50 hours-ECTS points 2	

Author of the class card:	Name, surname and email
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