



RQF3

Course Description

School/Faculty/Department Rangsit University International College

Program Bachelor in Business Administration (International Business) **Academic Year** 2025

1. General Information

IMK355	การจัดการอีเวนต์และงานบันเทิง (Events and Entertainment Management)	3 (3-0-6)
Co-requisite course(s)	-	
Pre-requisite course(s)	-	
Semester	1/2568	
Section	160	
Curriculum	☐ Preparatory Courses ☐ General Education Courses ☒ Specialized Core Courses ☐ Free Elective Courses	
Responsible faculty member	Asst.Prof.Sahatchai Hariraksapitak	Full-time Lecturers
Instructors	Asst.Prof.Sahatchai Hariraksapitak	☒ Full-time Lecturers ☐ Guest Lecturers
Place of study		☒ Onsite ☐ Off-site
Date of preparation:	1 August 2025	

2. Course Objectives and Components

1. Learning objectives

By the end of this course, students will be able to:

1. Understand the fundamental concepts and roles of events and entertainment in marketing and communication.
2. Develop event concepts and strategies aligned with target audiences and organizational objectives.

3. Apply planning and management techniques in organizing events, including logistics, budgeting, and risk assessment.
4. Evaluate the effectiveness of events in achieving communication and branding goals.
5. Demonstrate creativity and problem-solving skills in designing innovative event experiences.
6. Collaborate effectively in teams to plan and present event proposals or projects.

เมื่อสิ้นสุดการเรียนการสอนรายวิชานี้ ผู้เรียนจะสามารถ:

1. อธิบายแนวคิดพื้นฐานและบทบาทของงานอีเวนต์และความบันเทิงในด้านการตลาดและการสื่อสารได้
2. พัฒนากลยุทธ์และแนวคิดการจัดงานให้สอดคล้องกับกลุ่มเป้าหมายและวัตถุประสงค์ขององค์กรได้
3. ประยุกต์ใช้ทักษะด้านการวางแผนและการจัดการงานอีเวนต์ ทั้งในด้านการจัดการโลจิสติกส์ งบประมาณ และการประเมินความเสี่ยงได้
4. ประเมินประสิทธิภาพของการจัดงานในเชิงการสื่อสารและการสร้างตราสินค้าได้
5. แสดงความคิดสร้างสรรค์และทักษะการแก้ปัญหาในการออกแบบประสบการณ์งานอีเวนต์ที่แปลกใหม่และน่าสนใจได้
6. ทำงานร่วมกับผู้อื่นในลักษณะการทำงานเป็นทีม เพื่อจัดทำและนำเสนอโครงการหรืองานอีเวนต์ได้อย่างมีประสิทธิภาพ

2. Course description

Course focuses on the principles, strategies, and practices of event and entertainment management within the marketing and communication context. The course introduces students to the planning, organization, promotion, and evaluation of events such as festivals, concerts, exhibitions, corporate functions, and experiential marketing campaigns. Students will explore how events and entertainment serve as strategic tools to engage audiences, build brand identity, and deliver memorable experiences. Real-world case studies and projects will enhance their understanding of event operations, stakeholder management, sponsorship, budgeting, and risk management.

รายวิชานี้มุ่งเน้นการศึกษาแนวคิด หลักการ และกระบวนการด้านการจัดการงานอีเวนต์และความบันเทิงในบริบทของการตลาดและการสื่อสาร ครอบคลุมการวางแผน การจัดองค์การ การประชาสัมพันธ์ และการประเมินผลของงานอีเวนต์ประเภทต่าง ๆ เช่น เทศกาล คอนเสิร์ต นิทรรศการ งานองค์กร รวมถึงกิจกรรมการตลาดเชิงประสบการณ์ ผู้เรียนจะได้เรียนรู้การใช้กลยุทธ์ด้านงานอีเวนต์และความบันเทิงเพื่อสร้างการมีส่วนร่วมของผู้ชม เสริมสร้างภาพลักษณ์ของตราสินค้า และสร้างประสบการณ์ที่น่าจดจำ ทั้งนี้ยังมีการวิเคราะห์กรณีศึกษาและการทำโครงการจริง เพื่อเพิ่มพูนความเข้าใจด้านการปฏิบัติการ การบริหารผู้มีส่วนได้ส่วนเสีย การหาสปอนเซอร์ การจัดงบประมาณ และการบริหารความเสี่ยง

3. Number of weekly hours for advising and academic counseling for individual students.

- 3-4 hours/week

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☒ Line: IMK311- InCreStraAd

☒ Other Specify: Google

Classroom: 11-301

4. Course Learning Outcomes (CLOs):

(For courses that use the standard curriculum criteria of B.E. 2565 only)

1. Understand the fundamental concepts and roles of events and entertainment in marketing and communication.
2. Develop event concepts and strategies aligned with target audiences and organizational objectives.
3. Apply planning and management techniques in organizing events, including logistics, budgeting, and risk assessment.
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3. Student Learning Outcomes

Development of subject learning outcomes following the desired learning standards for each domain is as follows:

1. Knowledge

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Assessment methods
1	-Able to understand the fundamental concepts and roles of events and entertainment in marketing and communication	- Lectures - Group discussions - Case study	- Individual written analysis - Quiz - Class participation and discussion
2	Able to develop event concepts and strategies aligned with target audiences and organizational objectives.	- Lecture - Strategy development workshops. - Group work - Brainstorming	-Assignments -Event Proposal Report
3	Able to apply planning and management techniques in organizing events, including	-Project-based learning	-Group project - Presentation.

	logistics, budgeting, and risk assessment.		
4	Able to evaluate the effectiveness of events in achieving communication and branding goals.	-Lectures and workshops on case analysis -Practical exercises with events evaluation data. -Group discussions on campaign performance case studies.	-Final exam with case-based questions -Reflective report on campaign evaluation and improvement proposal
5	Demonstrate creativity and problem-solving skills in designing innovative event experiences.	-Creative workshop -Event design simulation	-Creative project
6	Collaborate effectively in teams to plan and present event proposals or projects.	-Collaborative learning -Group presentation	-Group report presentation -Peer self-evaluations

2. Skills

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Assessment methods
1	-Creative, analytical, and professional competencies that students should develop .	-Hands-on workshops in creative ideation, event campaign, and management. -	-Creative portfolio showcasing multiple event concepts and strategies -Practical skills test in event campaign design and analytics interpretation (formative). -Group project requiring application of learned tools and techniques

3. Ethics

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Assessment methods
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1	Maintain discipline, be on time, be accountable to others and to oneself, and be orderly.	Include lessons about self-discipline, timeliness, and accountability to society.	To teach students to be accountable for their work, work well with others, and be on time, assignments must be turned in on time.
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4. Characteristics

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Assessment methods
1	Take ownership of the responsibilities given.	Tasks should be assigned with due dates.	Pay attention to conduct and work submission.

(The development of learning outcomes in each desired standard must align with those specified in the plan that shows the distribution of responsibility for learning outcomes from the curriculum to the subjects (Curriculum Mapping), as defined in the curriculum details, by each learning standard.)

4. Course Planning and Assessment

1. Course planning

Week	Topics/Details	Learning Activities/ Media	Hours	Instructor
1	Course Introduction & Importance of Event Management, Definition, Functions, Role, Types	- Lecture - Discussion - Research Case - Assessment	3	Asst.Prof. Sahatchai Hariraksapitak
2	Types of Event: Categories - Business, Entertainment, Educational, CSR, etc.	- Lecture - Discussion - Research Case - Assessment	3	Asst.Prof. Sahatchai Hariraksapitak
3	Event Planning Process: Planning Stages: Objectives – Planning - Execution -SMART objectives	- Lecture - Discussion - Research Case - Assessment	3	Asst.Prof. Sahatchai Hariraksapitak
4	Target Audience Stakeholder: -Audience analysis -Stakeholders in event	- Lecture - Discussion - Research Case - Assessment	3	Asst.Prof. Sahatchai Hariraksapitak

Week	Topics/Details	Learning Activities/ Media	Hours	Instructor
5	Budgeting & Resource Management; -Basic budgeting -Allocating of resource (people, equipment, time)	- Lecture - Discussion - Research Case - Assessment	3	Asst.Prof. Sahatchai Hariraksapitak
6	Venue & Logistics Management: -Venue selection criteria -Logistics planning: electricity, stage, catering, transport	- Lecture - Discussion - Research Case - Assessment	3	Asst.Prof. Sahatchai Hariraksapitak
7	Event Promotion & Communication: -Communication channels (Online/Offline) -Sample of real promotional campaigns	- Lecture - Discussion - Research Case - Assessment	3	Asst.Prof. Sahatchai Hariraksapitak
8 Mid-Term Examination - Covers Weeks 1-7				
9	Event Creativity & Concept Development: Creative techniques (Brainstorming, SCAMPER) -Successful event concept example	- Lecture - Discussion - Research Case - Assessment	3	Asst.Prof. Sahatchai Hariraksapitak.
10	Sponsorship Basics: Types of sponsorship	- Lecture - Discussion - Research Case - Assessment	3	Asst.Prof. Sahatchai Hariraksapitak
11	Event team & Roles: -Event team structure -Key roles (Project Manage, PR, Logistics, Finance, PRr)	- Lecture - Discussion - Research Case - Assessment	3	Asst.Prof. Sahatchai Hariraksapitak
12	Risk Management: Event risks: venue, equipment, staff, attendees -Mitigation strategies	- Lecture - Discussion - Research Case - Assessment	3	Asst.Prof. Sahatchai Hariraksapitak
13	Event Evaluation: Measuring success Attendance, satisfaction, ROI -Feedback	- Lecture - Discussion - Research Case - Assessment	3	Asst.Prof. Sahatchai Hariraksapitak
14	Project Kick-off (Group assignment): -group project Design an event for brand communication	- Lecture - Discussion - Research Case - Assessment	3	Asst.Prof. Sahatchai Hariraksapitak

Week	Topics/Details	Learning Activities/ Media	Hours	Instructor
15	Rehearsal & Feedback: -Tip for effective presentation -story telling technique	- Lecture - Discussion - Research Case - Assessment	3	Asst.Prof. Sahatchai Hariraksapitak
16	Final Examination / Group Project Presentation		3	Asst.Prof. Sahatchai Hariraksapitak
Total			48	

(Specify the topic/details, the week of instruction, the number of teaching hours (which must correspond with the number of credits), the teaching activities and the media used, and the instructor for each topic/detail of the course.)

2. Assessment

Activity	Learning Outcome	Assessment Method	Assessment Week
1.1, 1.2	Mid-Term Examination Final Examination/Presentation	Approx. Week 8 Approx. Week 16	20% 30%
2.1, 2.2	Class Attendance and workshop Participation	Entire Semester	20%
4.1, 4.2	Assignments, Presentations and Tests.Group Project	Entire Semester	30%

3. The alignment of Course Learning Outcomes (CLOs) with learning results.

(For courses that use the standard curriculum criteria of B.E. 2565 only.)

CLOs	1. Knowledge		2. Skills		3. Ethics		4. Characteristics	
	1.1	1.2	2.1	2.2	3.1	3.2	4.1	4.2
CLO 1 Able to understand the fundamental concepts and roles of events and entertainment in marketing and communication CLO 2 Able to develop event concepts and strategies aligned with target audiences and organizational objectives.	✓							

CLO 3 Able to apply planning and management techniques in organizing events, including logistics, budgeting, and risk assessment.								
CLO 4 Creative, analytical, and professional competencies that students should develop .				✓				
CLO 5 Maintain discipline, be on time, be accountable to others and to oneself, and be orderly.					✓			
CLO 6 Collaborate effectively in teams to plan and present event proposals or projects.							✓	

(Specify the CLOs for each item that aligns with the learning outcomes.)

5. Course Resources

1. Main textbooks and documents

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

Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2011). Events management (3rd ed.). London, UK: Routledge.

Goldblatt, J. (2011). Special events: A new generation and the next frontier (6th ed.). Hoboken, NJ: John Wiley & Sons.

Getz, D. (2012). Event studies: Theory, research and policy for planned events (2nd ed.). Abingdon, UK: Routledge.

Shone, A., & Parry, B. (2010). Successful event management: A practical handbook (3rd ed.). Andover, UK: Cengage Learning EMEA.

Raj, R., Walters, P., & Rashid, T. (2017). Events management: Principles and practice (2nd ed.). London, UK: SAGE Publications.

Hoyle, L. H. (2002). Event marketing: How to successfully promote events, festivals, conventions, and expositions. New York, NY: John Wiley & Sons.

Silvers, J. R. (2008). Risk management for meetings and events (2nd ed.). Amsterdam, Netherlands: Elsevier.

Tum, J., Norton, P., & Wright, J. N. (2006). Management of event operations. Oxford, UK: Butterworth-Heinemann.

Van der Wagen, L., & White, L. (2018). Event management: For tourism, cultural, business and sporting events (5th ed.). Sydney, Australia: Pearson Australia.

(Identify the main textbooks and documents used in teaching.)

2. Essential documents and information

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(Identify books, journals, reports, electronic media, websites, regulations, computer programs, and other important references that students should study further)

3. Recommended documents and information

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(Identify books, journals, reports, electronic media, websites, regulations, computer programs, and other important references that students should study further.)

6. Course Feedback and Improvement

1. Course evaluation by students

- ☐ Student evaluation of teaching effectiveness
- ☐ Course evaluation form
- ☐ Group discussions between instructors and learners
- ☐ Reflections based on learners' behavior
- ☐ Suggestions through online channels prepared by the instructor for communication with students
- ☐ Others (please specify)

2. Other methods of course evaluation

- ☐ Instructor evaluation form
- ☐ Reflected by students
- ☐ Exam results
- ☐ Review of the assessment of learning outcomes
- ☐ Evaluation by the academic standards oversight committee
- ☐ Observation of teaching by the teaching team members
- ☐ Others (please specify)

3. Course development and improvement

- ☐ Seminar on teaching management
- ☐ Research inside and outside the classroom
- ☐ Others (please specify)

4. The process of reviewing students' learning outcomes for a course.

- ☐ Committees are established in the department to review students' learning outcomes by examining exam reports, grading methods, and behavioral assessments.
- ☐ Review of grading for student work by the department and faculty committee.

- ☐ Review of grading based on random inspections of student work by instructors or other qualified individuals who are not regular course instructors.
- ☐ Others (please specify)

5. Course revision and development plan

- ☐ Revise the course annually based on suggestions and the review results per section 4.
- ☐ Revise the course annually based on the instructor evaluation results by students.
- ☐ Others (please specify)

Note: Please **delete** the red text explaining information or sample message and note it when submitting information to the Office of Academic Standard.