

Prerequisite status: -	Unit Type: Theoretical	The number of units: 2	Name of the lesson: Marketing and branding of tourism events
Type of additional practical training: Has it <input checked="" type="checkbox"/> does not have <input type="checkbox"/> Science travel <input checked="" type="checkbox"/> Laboratory <input type="checkbox"/> Workshop <input type="checkbox"/> Seminar <input checked="" type="checkbox"/>		The number of hours: 32	Expert professor to teach: Geographer specializing in tourism
Goals: Acquaintance with the concepts and approaches of tourism marketing and branding of tourism events			
Headlines 1- Defining the concepts of market and marketing, supply and demand, and value chain in the tourism industry 2- Event tourism marketing process 3- Typology of marketing in event tourism (Content marketing, targeted marketing, digital marketing, social marketing, and geographic marketing or Geomarketing) 4- Factors affecting event tourism demand 5- Analysis of demand in event tourism 6- Identifying and analyzing the factors affecting event tourism marketing - Government and private sector - Political and security factors - Motivational factors - Capital flows and services - The flow of knowledge and information - Spatial flow of tourist movement - Competition and status of competitors - Manpower and entrepreneurs - Prices and costs of tourism - Local communities - Travel and tourism packages 7- Definition of concepts related to the brand (Brand, brand identity, brand personality, brand image, and special value and branding) 8- Typology of brand types (Place brand, product and service brand, organizational brand, parent company brand, etc.)			

- 9- Success factors and brand management in event tourism
- 10- Branding process and event tourism brand development
 - Tourism brand planning and management
 - Identifying the content and assets of the tourism brand of the event
 - Architecture and development of event tourism brand
 - Product and service brand marketing strategies and tools in event tourism
- 11- The role and position of brand and branding in event tourism marketing
- 12- Challenges, opportunities, and experiences of product and service brand development in event tourism (World and Iran)
- 13- Experiences and successful examples of marketing and branding in event tourism (World and Iran)

Reference

- 1- Manourian et al. (2013): Urban Branding Process Model for Iran's Big Cities, Public Management Perspective, Fourth year, number 13
- 2- Rahimian, Ashraf (2016): Urban Branding in Iran: Function, Experiences, and Process, Tehran City Planning and Studies Center (Tehran Municipality)
- 3- Zargham, Hamid (2013): Pathology of Iran's Tourism Brand, New Marketing Research, 3rd Year, Spring 1332, Number 1 (consecutive 4)
- 4- Keith Dini (2012): urban branding (memorizing the city); theories and cases, translator: Mohammadreza Rostami, Tabalvor Publishing
- 5- Butina Club (2011) Tourism Marketing for Cities, translated by Ali Movahed, Kohzadi, and Izadi, Azarakhsh Publications, Tehran.
- ۶- Youcheng Wang, Abraham Pizam, ۲۰۱۱, Destination Marketing and Management: Theories CABI publication.,and Applications
- ۷- Bonita M. Kolb, ۲۰۱۰, Tourism Marketing for Cities and Towns: Using Branding and Events to attract tourism, Routledge press
- 8- Keith Dinnie, 2016, Nation Branding: Concepts, Issues, Practice, Routledge press.
- ۹- Eli Avraham, Eran Ketter, ۲۰۱۶, Tourism Marketing for Developing Countries: Battling Stereotypes and Crises in Asia, Africa, and the Middle East, Springer,
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- 11- Cliquet. G (2006) Geomarketing, Methods and Strategies in Spatial Marketing, by ISTE Ltd.