

Teme de licență pentru disciplina

Events Management

- 1) Typology of events and their characteristics.
- 2) Event design and planning.
- 3) The role of CSR in strategic events management.
- 4) Events Management strategies. Social Media approach.
- 5) The role of creativity in events management. Case study.
- 6) The role of social media marketing in events promotions.
- 7) The role of influencer marketing in online events communication strategy.
- 8) Image and reputation of events through online communication.
- 9) The impact of public relations events among stakeholders.
- 10) The impact of Covid-19 pandemic on events management and strategic communication.