

SEP 08 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY COURSE OUTLINE

COURSE NAME: Special Event Marketing**DATE:** January 12th, 1999**COURSE NUMBER:** MKTG 1120**TERM:** Spring 1999**INSTRUCTORS:** Michele MacGillivray
and Chris Lowe**PHONE:** 874-1957 / **FAX:** 874-1958**PHONE:** 432-6732 / **FAX:** 431-6775**PREREQUISITES:** None**E-Mail:** macgill@pro.net**E-Mail:** lowe@bc.sympatico.ca**COURSE OBJECTIVES:**

(Upon completion of this course students will be able to....)

- Understand the principal components of planning & executing special events including, but not limited to - determining goals, developing creative concepts, planning and budgeting as well as understand the use of events as a marketing tool.
- Understand the opportunities that exist within the industry and be better equipped to compete for industry positions.

This will be accomplished through lectures - including some by industry related guests, case studies and class participation in projects. Students will be asked to prepare an event - detailing the concepts covered in class.

EVALUATION:

| | | |
|-----------------------------|------|---|
| Assignment | 10% | - |
| Mid-Term | 20% | - |
| Final Examination: | 25% | - |
| Project: | 35% | - |
| Participation & Attendance: | 10% | - |
| | 100% | |

Notes:

One week notice provided on assignments & exam.
 Attendance for guest speakers is mandatory.
 One week notice provided if any changes to dates or content to course outline are made.
 Late assignment & project policy: 1 mark per day penalty on assignments, 3 marks per day penalty on projects.
 No projects accepted after final night exam.

RECOMMENDED TEXT:

- ◊ Devney, Darcy Campion, Organizing Special Events And Conferences A Practical Guide for Busy Volunteers and Staff, Pineapple Press, Inc. (P.O. Drawer 18008, Sarasota, Florida 34239) Sarasota, Florida; Copyright 1990 ISBN 0-910923-63-9

REFERENCE TEXTS AND OTHER MATERIALS:

- ◊ Catherwood, D. & Van Kirk, R.; The Complete Guide to Special Event Management Wiley & Sons Publishers, 1992.
- ◊ Special Event Magazine; (Miramar Publishing; Culver City, California)
- ◊ Surbeck, Linda: Creating Special Events: The Ultimate Guide To Producing Successful Events, Master Publications Inc., Louisville, Kentucky, 1991.
- ◊ Goldblatt, Joe Jeff, MTA; The Dictionary of Event Management, Van Nostrand Reinhold Publishers, New York, NY, 1996.

SPRING 1999 COURSE OUTLINE

| Week Lecture or Lab Number | Material Covered (Week of Study & Material Covered subject to variation) | Readings from Text |
|-------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| Jan. 12/99 | Introduction to the industry; Range of Special Events, Event Industry Definitions & Job Titles, Event Benefits, Professional Associations | Introduction Chapter #1 |
| Jan. 19 | Event Mgt. Overview. Strategic Planning & Goal Setting and Evaluation, RFP's, Timelines, Resources, Suppliers | Chapters # 2 & #4 |
| Jan. 26 | Brain-storming: Creative Concepts, Industry Examples discussed Assignment Handout. | Chapter #2 |
| Feb. 2 | Venues & Dates: Evaluation & Selection. Assignments Due Possible Guest Speaker. Term Project Assigned. | Chapters # 6 & # 7 |
| Feb. 9 | Entertainment Programming. Legalities: Permits, Insurance, Contracts & Riders | Chapter 11-15 Handouts |
| Feb. 16 | Test: (In Class, closed book, 1 hour) Value: 20% of grade Marketing: Defining the Target Market Marketing the Event: Fundraiser, Conference, Incentive Program etc. | Chapters # 8 & 9 |
| Feb. 23 | Industry Guest Speaker on Business Theatre Alternate: Mark Wyatt/ Stacy Talking about Award & Trade Show | Chapters #8 & 9 |
| Mar. 2 | Budgeting: Revenues: Ticket sales, Sponsorships, Corporate funds... Expenses: Margins, Break-even, Market Factors. Case Studies | Chapter 5 Handouts |
| Mar. 9 | Food & Beverage - with Industry speaker Incentives & Destination Management Companies Term Project work - remainder of class | #14 - #16 Handouts |
| Mar. 16 | TBA. POSSIBLE FIELD TRIP TO SPECIAL EVENTS SHOW. AT VICE Project Work remainder of class. | |
| Mar. 23 | Fundraising & Gaming, Event Management Technology Post-Event Evaluation. Projects Due. | Handout |
| Mar. 30 | Final Exam | |