

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME: Special Event Marketing

DATE: January 13th, 1998

COURSE NUMBER: MKTG 1120

TERM: Spring 1998

INSTRUCTOR: Michele L. MacGillivray
(and Chris Lowe)

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PREREQUISITES: None

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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, planning, budgeting, terminology and on site management, 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.

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 (BUT NOT REQUIRED) TEXT:

Catherwood, D. & Van Kirk, R.; The Complete Guide to Special Event Management Wiley & Sons Publishers, 1992.

REFERENCE TEXTS AND MATERIALS:

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 1998 COURSE OUTLINE

Week Lecture or Lab Number:	Material Covered (Week of Study & Material Covered subject to variation)	Readings from Text
Jan. 13/98 (MM)	Introduction to the industry; Analysis of Range of Special Special Events; Definitions, Professional Associations	Handouts Chapter #1
Jan. 20 (CL)	What's New & Creative in Special Events? How to find new events. Strategic Planning & Goal Setting, Timelines, RFP's (Appendix - F&G)	Handouts Chapter #2,4
Jan. 27 (MM)	Event Mgt. Process Overview. Brain-storming: Creative Concepts Industry Examples, Case Studies. Assignment Handout.	Handouts Slides
Feb. 3 (MM)	Venues & Dates: Evaluation & Selection. Assignments Due	Chapter #5 Appendix B&C
Feb. 10 (MM)	Entertainment Programming - (with Guest Speaker - Patrick?) Legalities: Permits, Insurance, Contracts & Riders Term Project Assigned.	Handouts Appendix E
Feb. 17 (MM)	Test: (In Class, closed book, 1 hour) Value: 20% of grade Term Project work - remainder of class	
Feb. 24 (MM)	Budgeting: Revenues: Ticket sales, Sponsorships, Corporate funds... Expenses: Margins, Break-even, Market Factors. Suppliers: Sources & Pricing, Saving Money on Food & Beverage	Chapter 8 Appendix D & Chapter 5
Mar. 3 (MM)	Defining the Target Market Marketing the Event: Fundraiser, Conference, Incentive Program etc. Marketing and the Media Project Work: 1 hour of class time	Chapter 2 Chapter 6 & 7 Chapter 9 & 10 Handouts
Mar. 10 (CL)	Fundraising & Gaming, Event Management Technology Evaluating Your Event. Project Work remainder of class.	Handout Chapter 11 Epilogue
Mar. 17 (CL)	Sponsorship – with Guest Speaker Project Work for remainder of class.	
Mar. 24 (CL)	Projects Due Final Exam	