

B.C.I.T. Course Outline

Course Name:	Special Event Marketing	Prerequisites:	None
Course Number:	MKTG 1120	Term:	Spring 1998
Instructor:	Chris Lowe <i>M. MacGillivray</i>	Phone:	604-431-6732
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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 proposal - detailing the concepts covered in class.

Evaluation:

Assignment	10%
Mid-term	20%
Final exam	25%
Project	35%
Participation & attendance	<u>10%</u>
	100%

Note: One week notice will be provided if any changes will need to be made to the dates on the outline.

Attendance for guest speakers is mandatory.

Late assignment and project policy: 1 mark per day penalty on assignments and 3 marks per day penalty on projects. No projects will be accepted after the night of the final exam.

Recommended text:

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

Reference Material:

Special Event Magazine; Miramar Publishing

Chases Calendar of Events; Contemporary Books

Devney, D.C.; Organizing Special Events and Conferences Pineapple Press

Surbeck, Linda; Creating Special Events: The Ultimate Guide to Producing Successful Events Master Publications

Tammemagi, Hans; Winning Proposals Self Counsel Press

Spring 1998 Material Outline

Week	Material Covered	Readings or text chapters
April 14	Introduction to the industry; Analysis of range of special events; Definitions; Professional Associations	Handouts; Chapter 1
April 21	Strategic Planning & Goal setting; Time lines; RFP's;	Chapter 3 & 4; Appendix F&G
April 28	Fundraising, Evaluation	Chapter 11; Appendix E
May 5	Brain storming theme ideas; Assign term assignment Guest Speaker: Entertainment Programming	Handouts
May 12	Venues, Logistics Guest Speaker: Recycling at events Assign term project, Assignment due	Chapter 5;
May 19	Mid Term Exam, Project work: remainder of class	
May 26	Guest Speaker: Defining the target market Marketing the event: Fundraiser, Conference, Incentive Prog Marketing and the media	Chapter 2 & 9 & 10;
June 2	Legalities: Permits, Insurance, Contracts & Riders Food and Beverage	Chapter 5; Appendix E
June 9	Suppliers: Sources Budgeting: Revenues and expenses Project work: 1 hour	Chapter 3 & 8; Appendix D Handouts
June 16	Event Marketing Guest Speaker: Sponsorship Project work: 1 hour	Chapter 6 & 7 Handouts
June 23	Production: Using Event Management Technology Evaluating your event Projects due	Chapter 5 & 11
June 30	Final exam	