

**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
COURSE OUTLINE**

MKTG 1120: SPECIAL EVENT MARKETING

INSTRUCTOR: Dave Frinton

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Evaluation:

THREE (3) 30 - 45 minute surprise quizzes (usually essay type answers) each worth TWENTY (20) percent of final grade.

PROJECT: Written report due at beginning of 11th class, worth twenty five (25) percent of final grade. Deduct 3 of 25 marks for each day late.

Oral presentation will be picked by draw, to be done on the 11th or 12th class, and is worth fifteen (15) percent of final grade. If doing your project as a group, all members should equally share in the Oral presentation. Anyone who misses the Oral presentation without a fabulous excuse, will lose 15 marks!!!

WARNING!!! You are more than welcome to work on your project with up to three (3) other class members, but more often than not, in large groups, member(s) quit the class or don't do their share of the work. Be selective, and you may wish to consider doing your project yourself, or with people you are confident with.

<u>Summary:</u>	Quizzes	60 %
	Written project	25 %
	Oral project	<u>15 %</u>
		100 %

Introduction:

The students shall learn how to plan, market, sell, produce and manage a special event through lectures, field trips, guest speakers, case studies and projects.

Outline: (subject to slight variation)

Week 1	Creating the idea	Week 2	Marketing
3	Budgeting Revenues	4	Budgeting - Expenses
5	Budgeting - Expenses	6	Advertising
7	Sponsorship	8	Venue field trip
9	Guest Speaker	10	Event management
11	Project presentations	12	Project presentations

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COURSE OUTLINE

COURSE NAME SPECIAL EVENT MARKETING

COURSE NUMBER MKTG 1120 DATE JANUARY 1995

Prepared by C.E. MARKETING DEPT. Taught to C.E.

School Business Program

Date Prepared NOVEMBER 1994 Option

Term ALL Hrs/Wk 3 Credits 3

No. of Weeks 12 Total Hours 36

PREREQUISITES

NONE

COURSE OBJECTIVES

To give the student a detailed insight into all aspects of promoting and producing a special event, including trade shows, concerts, conventions, charity fundraisers and dances. The student shall be required to prepare and present their own event, concentrating on details from creating the idea to follow-up event accounting.

EVALUATION

Final Examination	<u>50</u> %
Mid-Term	<u></u> %
Project	<u>50</u> %
Laboratory	<u></u> %
Other (1)	<u></u> %
(2)	<u></u> %
(3)	<u></u> %

COURSE OUTLINE - MKTG 1120
(continued)

WEEK Lecture or Lab Number	Material Covered	References
1	Defining the idea; preliminary budgets; location and time; marketing and definition of target market; risk analysis	
2	Booking entertainment; booking facilities; evaluating staff requirements; final budget	
3	Field trip to facility (Vancouver Trade and Convention Centre)	
4	Advertising campaign; media tie-ins; charity connection	
5	Event promotion; sponsorships	
6	Mid-Term Exam; guest speaker	
7	Event details: Management, food and beverage, security, setup, electrical, convention requirements, ticketing, staging, lighting, sound, decorating, programs, timing	
8	Public relations and attitudes; problem solving; event follow-up and accounting; the actual running of the event	
9-12	Student Presentations and Final Exam	