

COURSE OUTLINECOURSE NAME SPECIAL EVENT MARKETINGCOURSE NUMBER MKTG 1120DATE JANUARY 1995Prepared by Michele MacGillivrayTaught to C.E.School BusinessProgram Date Prepared DECEMBER 1994Option Term ALL Hrs/Wk 3Credits 3No. of Weeks 12Total Hours 36**PREREQUISITES**NONE**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.
- Also 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 and present their own event - from proposal ideas to follow-up accounting.

EVALUATION

Final Examination	<u>25</u>	%
In Class Tests	<u>20</u>	%
Project	<u>40</u>	%
Participation & Attendance	<u>15</u>	%

REQUIRED TEXTS AND MATERIALS

Surbeck, Linda: Creating Special Events: The Ultimate Guide to Producing Successful Events, Master Publications Inc., Louisville Kentucky, 1991

REFERENCE TEXTS AND RECOMMENDED EQUIPMENT

Special Event Magazine: (Miramar Publishing; Culver City, California)

COURSE OUTLINE - MKTG 1120

(continued)

WEEK Lecture or Lab Number	Material Covered (Week of Study & Material Covered subject to variation)	Readings from <u>Creating Special Events</u>
	Introduction to the industry; Analysis of Range of Special Events; Definitions (event types and terminology)	Chapters 1 & 2 & Glossary
	Goals: Defining Objectives; Brain-storming; Themes; Proposals.	Chapters 3 & 7
	Case Studies	Chapters 9 & 10
	Planning = Details, Details, Details Time-lines; Event Costing; Supplier - Sourcing & Pricing Site Inspections	Chapter 19 & 20
	Budgeting: Fixed & Variable Costs; Contracts; Venue Costs, Mark-ups & Margins, Break-even.	
	Legalities: Permits, Liabilities, Insurance & Contracts	Chapter 21
	Revenues: Sponsorship? Fund-raiser? Corporate Event? Ticket Sales?	Chapter 12 & 17
	Marketing, Publicity & Advertising.	Chapter 20
	Production: On Site Management; Checklists	
	Event Wrap Up - Debriefing; Accounting.	Chapter 22