

COURSE OUTLINE

COURSE NAME: **SPECIAL EVENT MARKETING**

COURSE NUMBER: **MKTG 1120** DATE: **JANUARY 1996**

Prepared by: **School of Business** Taught to: **Part Time Studies**

Date Prepared: **November 1995**

Term: **ALL** Hrs/Wk: **3** Credits: **3.0**

No. of Weeks: **12** Total Hours: **36**

Instructor: **Michele MacGillivray**

Phone: **874-1957**

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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) and understand the use of events as a marketing tool or medium.
- 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	25 %
In-Class Tests / Assignments	25 %
Project	40 %
Participation & Attendance	10 %

Notes:

One week notice provided on tests & assignments. No excuses permitted for delay in submitting final project

REQUIRED TEXT(S) AND MATERIALS

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

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

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

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

COURSE SUMMARY

COURSE OUTLINE - MKTG 3321
(continued)

MATERIAL COVERED

Readings from Text

(Week of Study & Material Covered subject to variation)

Introduction to the industry; Analysis of Range of Special
Special Events; Definitions (event types and terminology)
and Professional Associations involved.

Handouts

Event Goals: Defining Objectives; Brain-storming; Themes;
Proposals; Take Home assignment.

Handouts

Case Studies

Planning = Details, Details, Details
Time-lines; Event Costing; Suppliers - Sourcing & Pricing
Site Inspections

Budgeting: Fixed & Variable Costs; Contracts; Venue
Costs, Mark-ups & Margins, Break-even

Legalities: Permits, Liabilities, Insurance & Contracts

Chapters 8 & 9

Revenues: Sponsorship? Fund-raiser? Corporate Event?
Ticket Sales?

Marketing, Publicity & Advertising.

Production: On Site Management; Checklists

Event Wrap Up - Debriefing; Accounting