

SEP 18 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME: Special Event Marketing

DATE: March 26, 1996

COURSE NUMBER: MKTG 1120

TERM: Spring 1996
(April - July)

PREPARED BY: Michele MacGillivray

INSTRUCTOR: Michele MacGillivray
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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, 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 (project) - 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 (if changes made from course outline).
Attendance for Guest Speakers mandatory.
Late Projects Policy: 2% per day penalty on late projects. Projects not accepted after July 3rd.

REQUIRED TEXTS AND MATERIALS:

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

REFERENCE TEXTS AND RECOMMENDED EQUIPMENT:

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.

SPRING 1996 COURSE OUTLINE

(Continued)

Week Lecture or Lab Number:	Material Covered (Week of Study & Material Covered subject to variation)	Readings from Text
Apr. 17	Introduction to the industry; Analysis of Range of Special Special Events; Definitions (event types and terminology) and Professional Associations involved, event benefits.	Handouts Chapter #1
Apr. 24	Brain-storming Theme Ideas, Entertainment Programming Take Home assignment (Theme concept synopsis).	Handouts Chapter 4
May 1	Strategic Planning & Goal Setting, Time Lines (Review RFP's in Appendix); Target Market Discussion	Chapter #2 Appendix F&G
May 8	Venues: Evaluation Date: Evaluation & Selection	Chapter 5 Appendix B&C
May 15	Fundraising	Handout
May 22	Exam: (In Class, closed book, 1 hour) Value: 20% of grade Relationship Marketing	TBA
May 29	Suppliers: Sources & Pricing Budgeting: Revenues: Ticket sales, Sponsorships, Corporate funds... Expenses: Fixed & Variable Costs; Margins, Break-even.	Handouts Chapter 8 Appendix D
June 5	Legalities: Permits, Insurance, Contracts & Riders F&B: Food & Beverage	Appendix E & Chapter 5
June 12	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 Handouts
June 19	Sponsorship / Event Marketing Guest Speaker Project Work: 1 hour class time	Chapt. 9 & 10
June 26	Production: Using Event Management Technology Evaluating Your Event Projects Due	Chapter 11
July 3	Final Exam	Epilogue