



OCT 28 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 1342

Trade / Consumer Show Marketing

Hours/Week:	3	Total Hours:	36	Term/Level:	199930
Lecture:	3	Total Weeks:	12	Credits:	3

Prerequisites:

MKTG 1102 or equivalent (see MKTG 3218 – Introduction to Media)

Course Objectives:

(Upon successful completion of this course, the student will be able to:)

- 1) Understand the principles of marketing through the medium of trade or consumer shows as an exhibitor.
- 2) Become familiar with the show industry in general, and the associations and job functions that exist within it.
- 3) Position trade and consumer shows as an active marketing tool and as part of the overall marketing strategy.
- 4) Understand the growth that will occur in the trade and consumer show industry in the next few years and be better prepared to compete for positions in the industry.

Evaluation

Project 1	10%
Project 2	40%
Exam	40%
Participation/discussion topics	<u>10%</u>
TOTAL	100%

ATTENDANCE:

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

Course Summary:

The classes/sessions will focus on being a successful exhibitor in trade and consumer shows. There will be a final exam, a visit to a show and a project assignment relating to developing a trade show marketing plan.

Course Record

Developed by: Donna Serviss Date: April 15, 1999
Instructor Name and Department
(signature)

Revised by: Donna Serviss Date: January 3, 2000
Instructor Name and Department
(signature)

Approved by: _____ Start
Date: _____
Associate Dean
(signature)



BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 1342

Trade / Consumer Show Marketing

Effective Date

January 2000

Instructor(s)

Donna L. Serviss

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Required Text(s) and Equipment

How to Get the Most Out of Trade Shows (Third Edition)

Steve Miller, NTC Business Books, ISBN 0-8442-2347-6

Reference Text(s) & Recommended Equipment

Supplemental course material available in the BCIT Bookstore.

COURSE NOTES (Policies and Procedures)

ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

CHEATING, PLAGIARISM AND DISHONESTY: "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

ASSIGNMENTS; Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

CLASS CONDUCT: Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

COURSE OUTLINE CHANGES: The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

Session	Outcome/Material Covered	Reference/ Reading
1	<p>Introduction to Trade/Consumer Shows</p> <p>Objective: What to Expect in this course</p> <ul style="list-style-type: none"> - Show industry history - What is a Trade Show? - What is a Consumer Show? - Where does the budget come from? - What Professional Associations are involved within the Industry/Shows? Value of those Associations? - What are the jobs involved? - What are the benefits to the Community? - Description of the various elements that go into the planning and production of a Show. 	<ul style="list-style-type: none"> - Industry Associations - Show and Tell
2	<p>Trade Shows: A Vital Marketing Tool</p> <ul style="list-style-type: none"> - The Marketing Mix - Sales Process - Bottom Line Shows - Soft Sell Shows - Trade Shows as a Marketing Communication Tool <p>Introduction to Exhibiting Companies</p> <ul style="list-style-type: none"> - Setting objectives - Corporate/Show - Research for selection of Shows for your corporate needs - Sponsorships 	<p>Miller text Chapters 1 & 2</p> <p>Articles</p> <ul style="list-style-type: none"> - Why enter a trade show - Exhibitor sharpen your skills - How integrated marketing aids the Exhibitor - An integrated marketing quiz - Integrated marketing <ul style="list-style-type: none"> - Establishing trade show goals and objectives - Using multiple objectives - How to use sponsorships
3	<p>Marketing Strategies</p> <ul style="list-style-type: none"> - Credibility - Features - Demonstrations - Education Seminars - Co-ops and Contras <p>Communications and Budgeting</p> <ul style="list-style-type: none"> - Advertising - Promotions - Public Relations - Agencies - Sponsorships - Partnerships 	<p>Miller text Chapter 3</p> <p>Articles</p> <ul style="list-style-type: none"> - Taking charge with technology - Visiting a trade show - Show selection - Technical presentations - 20 ways <ul style="list-style-type: none"> - How to improve sales success - Live presentations - Working with an ad agency - Three part system

Session	Outcome/Material Covered	Reference/ Reading
4	Show Management <ul style="list-style-type: none"> - Role - Responsibilities - Contracts - Services - Rules and Regulations - Facilities - Exhibitor Manual 	
5	Exhibit Strategy <ul style="list-style-type: none"> - Planning guide - Design - Location - Drawing power - Display Hardware - Layout - Interactive vs. Static 	Miller text Chapters 3 & 5 Articles <ul style="list-style-type: none"> - Budgeting - Floor Plan - Selecting the right booth location - Space selection - Study laps - Product space - Exhibit design
6	FIELD TRIP (date to be negotiated)	
7	Pre-Show Planning to Reach Objectives <ul style="list-style-type: none"> - Methods to attract the Audience to your location - Checklists - Selection of staff - Literature - Demonstrations - Hospitality Planning Meeting 	Miller text Chapters 4, 5 & 7 Articles <ul style="list-style-type: none"> - Promotion articles - Press releases - Using hospitality suites - Hospitality makes a comeback
8	Training <ul style="list-style-type: none"> - Exhibition Sales Staff - Selection, training and management Follow-up and Evaluation <ul style="list-style-type: none"> - How to calculate ROI - How to turn leads into sales - Post Show Marketing - Evaluation methodology 	Miller text Chapters 6 & 8 <ul style="list-style-type: none"> - Power selling for exhibitors - Results worksheets

Session	Outcome/Material Covered	Reference/ Reading
9	EXAM	
10	LAB	
11	LAB	
12	PRESENTATION	