



SEP 09 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

MKTG 1342

Option: **Marketing Management**

Trade / Consumer Show Marketing

Hours/Week:	36	Total Hours:	36	Term/Level:	200020
Lecture:		Total Weeks:	1	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) 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.
 - 4) Position trade and consumer shows as an active marketing tool and as part of the overall marketing strategy.
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Evaluation

Project	40%
Exam	50%
Participation	<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, as well as a visit to a show, and a project assignment relating to developing a trade show marketing plan.

Course Record

Developed by:	<u>Donna Serviss</u> Instructor Name and Department (signature)	Date:	<u>April 15, 1999</u>
Revised by:	<u>Donna Serviss</u> Instructor Name and Department (signature)	Date:	<u>April 15, 1999</u>
Approved by:	<u>Associate Dean</u> (signature)	Start Date:	<u></u>



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

APRIL 2000

Instructor(s)

Donna L. Serviss

Office No.: 432-2886

Phone:

Office Hours:

Required Text(s) and Equipment

Course material available for sale in the BCIT bookstore.

Reference Text(s) & Recommended Equipment

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.

	Outcome/Material Covered	Reference/ Reading
Day 1	Introduction to Trade/Consumer Shows Objective: What to expect in this course <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 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. 	BCIT Binder <ul style="list-style-type: none"> - Industry Associations - Show and Tell
	Trade Shows: A Vital Marketing Tool <ul style="list-style-type: none"> - The Marketing Mix - Sales Process - Bottom Line Shows - Soft Sell Shows - Trade Shows as a Marketing Communications Tool Introduction to Exhibiting Companies <ul style="list-style-type: none"> - Setting objectives – Corporate / Show - Research for selection of Shows for your corporate needs - Sponsorships 	<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 - Establishing trade show goals and objectives - Using multiple objectives - How to use sponsorships
Day 2	Marketing Strategies <ul style="list-style-type: none"> - Credibility - Features - Demonstrations - Educational Seminars - Co-ops and Contrasts Communications and Budgeting <ul style="list-style-type: none"> - Advertising - Promotions - Public Relations - Agencies - Sponsorships - Partnerships 	<ul style="list-style-type: none"> - Taking charge with technology <ul style="list-style-type: none"> - Visiting a trade show - Show selection - Technical presentations <ul style="list-style-type: none"> - 20 ways - How to improve sales success <ul style="list-style-type: none"> - Live presentations - Working with an ad agency <ul style="list-style-type: none"> - Three part system
	Show Management <ul style="list-style-type: none"> - Role - Responsibilities - Contracts - Services - Rules and Regulations - Facilities - Exhibitor 	

	Outcome/Material Covered	Reference/ Reading
Day 3	Exhibit Strategy <ul style="list-style-type: none"> - Design - Location - Drawing Power - Display Hardware - Layout - Interactive vs. Static 	<ul style="list-style-type: none"> - Planning guide - Budgeting - Floor Plan - Selecting the right booth location - Space selection - Study laps - Product space - Exhibit design
	Pre-Show Planning to Reach Objectives <ul style="list-style-type: none"> - Methods to attract the Audience to your locaiton - Checklists - Selection of staff - Literature - Demonstrations - Hospitality Planning Meeting 	<ul style="list-style-type: none"> - Promotion articles - Press releases - Using hospitality suites - Hospitality makes a comeback
Day 4	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 	<ul style="list-style-type: none"> - Power selling for exhibitors - Results worksheets
Day 5	Lab Presentation Exam	