

COURSE OUTLINE

COURSE NAME TRADE SHOW MARKETING

COURSE NUMBER MKTG 1342 DATE MAY 1995

Prepared by Donna Serviss Taught to PART TIME STUDIES

School Business Program _____

Date Prepared OCTOBER 1994 Option _____

Term ALL Hrs/Wk 3 Credits 3.0

No. of Weeks 12 Total Hours 36

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) Positioning trade and consumer shows as an active marketing tool as part of the overall marketing strategy.
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EVALUATION

Mid-Term Final	<u>25</u> %
End-Term Final	<u>25</u> %
Projects	<u>20</u> %
Participation	<u>10</u> %
Other (fieldwork)	<u>20</u> %
	<u>100</u> %

REQUIRED TEXT(S) AND EQUIPMENT

The Successful Exhibitors' Handbook - B. Siskind, Pub: South Council Press

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

W.A.E.M. (Address: #523-409 Granville St., Vancouver, V6C 1T2)
(Phone: (604)669-3177 Fax: (604)669-5343)

Trade Show Bureau (Address: #2080-1660 Lincoln St., Denver, Co., USA 80264)
(Phone: (303)860-7626 Fax: (303)860-7479)

I.E.A.M. (Address: #200-5510 Backlick Rd., Springfield, Va., USA 22151)
(Phone: (203)941-3725 Fax: (203)941-8275)

C.A.E.M. - tapes, video, Barry Siskind, Fred Foxx, Larry Helms, John Cleese - How not to exhibit yourself, Exhibitor Magazine.

COURSE SUMMARY

The ten classes sessions will focus on being a successful exhibitor in trade and consumer shows. There will be a mid-term and a final exam, as well as visits to shows, and project assignments relating to these shows.

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(continued)

Week Lecture or Lab Number	Material Covered	Reference
Week One	<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? • How do they Work? • Where does the Budget Come From? • What Professional Associations are Involved Within the Industry/Shows? Value of those Associations? • What re 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. 	Exhibit Marketing Text
Week Two	<p>Trade Shows: A Vital Marketing Tool</p> <ul style="list-style-type: none"> • The Marketing Mix • Sales Process • Bottom Line Shows • Soft Ball Shows • Trade Shows as a Marketing Communications Tool 	
Week Three	<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 	

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Week Lecture or Lab Number	Material Covered	Reference
Week Four	Marketing Strategies <ul style="list-style-type: none">• Credibility• Features• Demonstrations• Educational Seminars• Co-Ops and Contrasts	
Week Five	Communications and Budgeting <ul style="list-style-type: none">• Advertising• Promotions• Public Relations• Agencies• Sponsorships• Partnerships	
Week Six	EXAM	
Week Seven	Show Management <ul style="list-style-type: none">• Role• Responsibilities• Contracts• Services• Rules and Regulations• Facilities• Exhibitor Manual	

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(continued)

Week Lecture or Lab Number	Material Covered	Reference
Week Eight	Exhibit Strategy <ul style="list-style-type: none">• Design• Location• Drawing Power• Display Hardware• Layout• Interactive vs Static	
Week Nine	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	
Week Ten	Training <ul style="list-style-type: none">• Exhibition Sales Staff• Selection, Training & Management	
Week Eleven	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	
Week Twelve	EXAM	