

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINECOURSE NAME TRADE / CONSUMER SHOW MARKETINGCOURSE NUMBER MKTG 1342 DATE SEPTEMBER 1998Prepared by Donna Serviss Taught to Part Time StudiesSchool Business Date Prepared Sept. 1998Term ALL Hrs/Wk 3 Credits 3No. 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) Position trade and consumer shows as an active marketing tool and as part of the overall marketing strategy.

EVALUATION

End-Term Final	<u>30</u> %
Project	<u>40</u> %
Participation	<u>10</u> %
Other (fieldwork)	<u>20</u> %
	<u>100</u> %

REQUIRED TEXT(S) AND MATERIALS

Binder with collected articles.

REFERENCE TEXTS & RECOMMENDED EQUIPMENT

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.

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(continued)

SESSIONS	MATERIAL COVERED	BCIT BINDER
Week 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 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
Week 2	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 Communication 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
Week 3	Marketing Strategies <ul style="list-style-type: none"> - Credibility - Features - Demonstrations - Education 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 - Visiting a trade show - Show selection - Technical presentations - 20 ways - How to improve sales success - Live presentations - Working with an ad agency - Three part system

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(continued)

SESSIONS	MATERIAL COVERED	REFERENCE
Week 4	Show Management <ul style="list-style-type: none"> - Role - Responsibilities - Contracts - Services - Rules and Regulations - Facilities - Exhibitor Manual 	
Week 5	Exhibit Strategy <ul style="list-style-type: none"> - Planning guide - Design - Location - Drawing power - Display Hardware - Layout - Interactive vs. Static 	<ul style="list-style-type: none"> - Budgeting - Floor Plan - Selecting the right booth location - Space selection - Study laps - Product space - Exhibit design
Week 6	FIELD TRIP (date to be negotiated)	
Week 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 	<ul style="list-style-type: none"> - Promotion articles - Press releases - Using hospitality suites - Hospitality makes a comeback
Week 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 	<ul style="list-style-type: none"> - Power selling for exhibitors - Results worksheets

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(continued)

SESSIONS	MATERIAL COVERED	REFERENCE
Week 9	EXAM	
Week 10	LAB	
Week 11	LAB	
Week 12	PRESENTATION	