



SEP 09 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 1120

Special Event Marketing

Hours/Week:	3	Total Hours:	36	Term/Level:	200020
Lecture:	3	Total Weeks:	12	Credits:	3

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 – detailing the concepts covered in class.

Evaluation

Assignment	10%	Note: One week notice will be provided if any changes will need to be made to the dates on the outline. Attendance for guest speakers is mandatory. Late Assignment and project policy: 1 mark per day penalty on assignments and 3 marks per day penalty on projects. No projects will be accepted after the night of the final exam.
Mid-term	20%	
Final Exam	25%	
Project	35%	
Participation & Attendance	<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:

**Course
Record**

Developed by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Revised by:	Chris Lowe	Date:	January 5, 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 1120
Special Event Marketing

Effective Date

April 2000

Instructor(s)

Chris Lowe (lowe@telus.net) Office No.: 431-6732 Fax: 431-6775
Tahira Endean Office No.: 669-7175

Required Text(s) and Equipment

Organizing Special Events and Conferences: A Practical Guide for Busy Volunteers & Staff By Devney, Darcy Campion, 1990 Pineapple Press

Reference Text(s) & Recommended Equipment

Special Event Magazine; Miramar Publishing

Event Solutions Magazine; Vigo Publishing

Chases Calendar of Events; Contemporary Books

Creating Special Events: The Ultimate Guide to Producing Successful Events; by Linda Surbeck, Master Publishers

Winning Proposals; by Hans Tammemagi, Self Counsel Press

Pick a Party; by Patti Sachs, Meadowbrook Press

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	Introduction to the industry; Analysis of range of special events; Definitions; Professional Associations	Handouts; Chapter 1
2	Strategic Planning & Goal setting; Time lines; RFP's;	Chapter 3 & 4; Appendix A & G
3	Conference and Incentive Programs	
4	Creative Concepts, Brain storming theme ideas; Entertainment Programming Assign term assignment	Handouts
5	Venues, Dates, Logistics Recycling at events Assign term project, Assignment due	Chapter 5
6	Mid Term Exam, Project work: remainder of class	
7	Fundraising, Gaming, Volunteers, Event Evaluation Marketing the event: Fundraiser, Conference, Incentive Prog Marketing and the media	Chapter 2 & 9 & 10
8	Suppliers: Sources Budgeting: Revenues and expenses Project work: 1 hour	Chapter 3 & 8; Appendix D Handouts
9	Legalities: Permits, Insurance, Contracts & Riders Food and Beverage	Chapter 5; Appendix Es
10	Sponsorship Project work: 1 hours	Chapter 6 & 7 Handouts
11	Production: Using Event Management Technology Job Search Projects due	Chapter 5 & 11
12	FINAL EXAM	