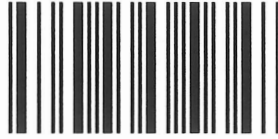


BCIT



8935

Course Code: MKTG 1120

Course Name: Special Event Marketing

Instructor: Kyle David

Date: 199910

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
COURSE OUTLINE

MKTG 1120 - SPECIAL EVENT MARKETING

INSTRUCTOR: David Kyle

PHONE: 556-0730

This course covers the planning and execution of a wide variety of Special Events.

The principal components examined are:

Time-Line: How to budget your time, plan sequentially and delevate tasks

Budget: How to build a preliminary and final budget from start to finish. How to allocate expenses, predict break-even point and profitability.

Expenses: What are your costs, tricks to reduce or eliminate some expenses. Also, you will receive dozens of supplier names, phone numbers and current market prices to help familiarize yourself with what various services and products actually cost.

Revenues: Where is the cash? Ticket sales, merchandising, sponsors and fundraising are all examined.

Marketing/Advertising: Some street-wise tips about how to promote your event. A wide variety of ad mediums will be evaluated.

Licences/Permits/Insurance/Legal: Where are the hoops and loopholes? When are you at risk? Ways to protect yourself.

Contact List: Tricks on networking and keeping track of key people

GRADES:

- (1) 50% of your mark is based on your Term Project .
- (2) 50% is based on in-class tests. One week's notice is given in advance.

ABSENTEEISM:

Miss a class and you are responsible for catching up on material missed. Tests will be done upon your return. No excuses permitted for delay in submitting final project.