

MKT4219 Event Marketing

Code

MKT4219

Title

Event Marketing

Credits

3

Description

This course introduces the concepts used to design and implement a successful event marketing strategy and examines applicable event marketing strategies to the event management industry including festivals, sporting events, community celebrations, cultural events and arts productions. Furthermore, this course provides a practical insight at the unique characteristics of the event marketing industry and their impact on the strategic approach to the marketing of events and programs, to include pricing, determining the right event/sponsor, branding and maintaining relationships among the parties involved. The course also provides a unique experiential learning opportunity for the students with the goal of increasing event attendance and profit.

Objectives

This course is designed for students who have successfully completed MKT 3130 (Principles of Marketing) or an introductory marketing management course exploring current marketing issues relevant to the marketing mix. This course prepares you for entry-level event marketing positions in nationally or internationally operating companies. At the end of the course, students will have an understanding of the strategic and institutional perspectives and will be able to identify and develop event marketing strategies, as well as apply marketing concepts to specific event management industry contexts.

Outcomes

The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items.

Assessment

60 % -first and second assessments

40 % -final assessment

Tentative course outline

Week1

• The birth of an event industry • What are special events? • Types of event

Week2

• The government perspective • The corporate perspective • The community perspective

Week3

• Economic impacts and the role of government • Economic impact studies • Community perceptions of event impacts • What is strategic planning? • Strategic planning process - Concept or intent to bid - Feasibility analysis - Decision to proceed or cease - Formation of a bidding body and bid preparation

Week4

• Strategic plan - Situation analysis - Identification of strategy options - Strategy evaluation and selection - Operational planning

Week5

• Media • Co-workers • Participants and spectators • Sourcing events • Creating the event concept • Evaluating the event concept

Week6

• Project management techniques - Defining the project and scope of work - Creating a work breakdown structure - Analysing the resources - Identifying tasks and responsibilities - Scheduling - Responsibilities - Payback period and return on investment - Monitoring the project

Week7

• Forecasting finance and ROI • The budget • Control and financial ratios

Week8

• What is marketing? • Analyzing event environments • C-PESTanalysis

Week9

• Marketing internal resource analysis • The SWOT analysis • The event consumer's decision-making process • Steps in the marketing planning process • Brand identity

Week10

• Application of IMC • Establishing the IMC budget • Elements of IMC • Personal selling

Week11

- The value of sponsorship policy • Stages in developing the event sponsorship strategy • Managing sponsorships • Measuring and evaluating the sponsorship

Week12

- Sustainable transport solutions in event production • Sustainable water and sanitation for event production • Sustainabilitypolicyforevents management • Best practice, certification, measurement • Sustainable events

Week13

- Development of event tourism goals • Creation of an event tourism organizational structure • Development of an event tourism strategy • Implementation of an event tourism strategy • Evaluation of an event tourism strategy • Tourism events and regional development

Week14

Group Presentations

Week15

Group Presentations Final Exam