Business Administration

Course Number:	**BUAD 334**
Course Title:	**EVENTS MANAGEMENT AND MARKETING**
Credits:	3
Calendar Description:	This course includes the creation of an event management plan for a client. A situation analysis will investigate consumer behavior, targeting and positioning as related to the planning and operation of events. Further development of the management plan will require an examination and the application of integrated marketing communications, sales, sponsorship, budgeting, risk management, staging, logistics and performance measures.
Semester and Year:	**Winter 2017**
Prerequisite(s):	BUAD 272 or BUAD 293, and minimum third-year standing
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	BBA, Marketing Specialty – Elective BBA, Management Speciality – Elective
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	Students with credit for BUAD 338 will require permission of the department before taking this course. Students with credit for BUAD 334 Sports and Events Marketing are not permitted to take this course for credit.
Originally Developed:	April 2007
EDCO Approval:	April 7th, 2016
Chair's Approval:	

Professor

Name	Phone	Office	Email
Blair Baldwin	762-5445 #4315	Kelowna: E220	pincon@shaw.ca

Learning Outcomes

Upon completion of this course students will be able to

- Evaluate the career opportunities in the field of event management and marketing.
- Explain the increasing importance of event management including planning, marketing, sales, and execution in the private, public and not for profit sectors.
- Describe the unique features of events as they pertain to planning, marketing, sales, and execution.
- Develop a creative event concept.
- Create a comprehensive event business plan in collaboration with a client from the local community.
- Assess the challenges and opportunities facing event managers and marketers now and in the future.

Course Objectives

This course will cover the following content including:

- Examining the relevance of events planning to the world of business including private, public and not-for-profit sectors
- Identifying unique features of events as they pertain to the marketing process
- Learning how to design events
- Investigating the role of competitive positioning, targeting and consumer segmentation
- Learning the components of an event business plan
- Developing event financial forecast for revenues and expenses
- Formulating an event business plan in collaboration with a client from the local community and integrating all of the components of an events business plan

Evaluation

Event Business Plan	45%
Individual Class Contribution	10%
Midterm Individual Assessment	10%
Final Exam*	35%
Total	100%

*Students must pass the final exam to pass the course.

Notes

Team Project – Creation of an Event Plan (45%)
There will be three project submissions throughout the semester. The topics covered and marks awarded for each submission are as follows:
Part A – Project Description, Situation Analysis, Positioning Strategy, Event Outline, Initial Revenue Estimates and Cost Estimates (20%)
Part B – Integrated Marketing Communications & Sales plan, Sponsorship plan, Risk Management plan, Pricing, Operations plan, Evaluation and Final Budget (20%)
Part C – Your team will be required to present the completed event marketing plan orally (5%) to your client and professor as well as submit a complete final version of the plan electronically (to receive a presentation grade). Revisions have to be made based on the feedback received on Parts A and B.

Please note: The final grade for the team project will be based on a combination of the final grades awarded for each of these three parts and your individual mark for each section will be pro-rated by your team members' assessment of your overall performance. This will be based on the individual and team evaluation process outlined in class and provided on Moodle at the start of the course.

Team Project Topic Selection
Select an event for a local, regional or national organization that your team will create a full event business plan for by the end of the semester. You will need to approach your client with a consent form asking them to assist you in completing this project. The event can be an existing event or a new event. The event should be local or regional and may have a sport, culture, arts or philanthropic focus. You may choose a for-profit, not-for-profit or fundraising event, and you must include sponsorship as part of your marketing strategy.

In-Class Contribution (10%) Students will be asked to present a seminar applying a topic from the course in an applied manner. The seminar grading will be based on individual skills in presenting the seminar.

Midterm Individual Assessment (10%)
Students will be assessed individually with a written assignment at the halfway point in the course to determine their comprehension of the material covered at that point in the course.

Final Exam (35%)
The final exam is cumulative and covers all topics discussed throughout the course.
*****Please note: You must pass the final exam to pass the course

Team Project Structure
Teams of students (usually 4-5 per team) will be formed in the first week of classes. These teams shall work together for the duration of the course on both the in-class presentation of applied key concepts (see Class Participation structure below) and the development of the applied event marketing or sports marketing plan project for an organization of your team's choice. The details of this applied project are contained on a separate handout from the syllabus.

Notes

Class Participation Structure
Hour #1: Starting in the third week of classes, your team that is formed for the applied component of the course will be assigned to present an in-class seminar to discuss the key concepts for the chapter assigned and demonstrate an application of the key concepts to a subject of your choice. The schedule shall be determined on a random draw basis. Your team should bring your own laptop and prepare a slide show to assist you. Please focus on using interesting and innovative methods of engaging the class, stimulating discussion and conveying the key concepts. Presentations should be at least 45 minutes in duration, and including discussions and your chosen engagement methods.
Hour #2: The topic for the following week shall be introduced and taught using a combination of theory and applied examples.
Hour #3: We shall also use this last hour for team projects to be discussed. This will include project updates from all teams; discussion of common problems and consultation between the professor and each team. It may also allow teams to work on their projects "in class". We will also introduce a select number of entrepreneurs that make their living planning and executing events.

Required Texts/Resources

A comprehensive events management textbook has been chosen for this course.

The text is **Events Management by Bowdin, Allen, O'Toole, Harris and McDonnell 3rd Ed.**
As well, your text from BUAD 116 or a similar entry level Intro to marketing course will serve as good reference tool.

Course Schedule

Date		Topic	Textbook
Week of:		Tues., Jan. 3 Classes begin for all academic programs Mon., Feb. 13 Family Day - No classes Tues., Feb. 14 to Fri., Feb. 17, Mid-semester break - No classes Mon., Apr. 10 Last day of regularly-scheduled classes Wed., Apr. 12 to Wed., Apr. 26 Final exam period* *Fri., Apr. 14 to Mon., Apr. 17 Easter - No exams	
1	Jan 2	**Learning Topics** Overview of Events, Tourism Events Planning Formation of Teams; Discussion of Team Seminars & Team Event Plans	Ch 1 Overview of Events Ch 4 Event Tourism Planning
2	Jan 9	**Learning Topics** Strategic Event Planning Process Creating an Event ***Submit Proposal including Team, Client and Task Allocation***	Ch 6 Strategic Planning Function Ch 7 Creating the Event
3	Jan 16	***Team Seminar #1 – Event Creation*** **Learning Topics** Event Marketing Planning, Vision and Goal Setting Situation Analysis – Consumers; Market; Competition ***Completed Consent Forms Due***	Ch 11 Marketing Planning for Events
4	Jan 23	***Team Seminar #2 – Goal Setting & Situation Analysis*** **Learning Topics** Target Markets, Segmentation & Positioning	Ch 11 Marketing Planning for Events
5	Jan 30	***Team Seminar #3 – Target Markets, Segmentation & Positioning See Ya Later*** **Learning Topics** Project Management	Ch 8 Project Mgmt for Events
6	Feb 6	***Team Seminar #4 – Project Management - Sparkling*** **Learning Topics** Integrated Marketing Communications & Sales Paid Media, Owned Media Earned Media ***Event Business Plan Project Part A Due***	Ch12 IMC for Events
7	Feb 20	***Team Seminar #5 – IMC & Sales –House of Rose*** **Learning Topics** Sponsorship of Events Individual Assessment Test	Ch 13 Sponsorship
8	Feb 27	***Team Seminar #6 – Sponsorship Okanagan Sun*** **Learning Topics** Legal & Business Risk Management	Ch 16 Legal Issues Ch 17 Risk Mgmt
9	Mar 6	***Team Seminar #7 – Legal & Business Risk Mgmt*** **Learning Topics – Evolve** Staging & Logistics	Ch 14 Staging Ch 15 Logistics
10	Mar 13	***Team Seminar 8 – Staging & Logistics*** **Learning Topics** Financial Management	Ch 9 Financial Mgmt
11	Mar 20	**Learning Topics** Evaluation & Research Explanation of Final exam ***Event Business Plan Project Part B Due***	Ch 18 Evaluation & Research

12	Mar 27	**Complete Event Business Plan handed in for binding** Project Presentations	
13	April 3	Project Presentations	

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student "conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC", as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

"Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination."

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as "the presentation of another person's work or ideas without proper or complete acknowledgement." It is the serious academic offence of reproducing someone else's work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

"Intentional plagiarism is the deliberate presentation of another's work or ideas as one's own." Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

"Unintentional plagiarism is the inadvertent presentation of another's work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit."

What are the Students' Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors' name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

"Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication "*Plagiarism Avoided; Taking Responsibility for your Work".* This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.