



# Business Administration

Course Number:	<b>BUAD 334</b>
Course Title:	<b>EVENTS MANAGEMENT AND MARKETING</b>
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:	<b>FALL 2022</b>
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:	No
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 2016
Chair's Approval:	<i>Devi Rubadeau</i>

**Professors**

Name	Phone	Office	Email
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**Learning Outcomes**

Upon completion of this course students will be able to:

- Evaluate the career opportunities in the field of event planning.
- 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 (team but peer prorated)	45
Event Business Plan Client Presentation	10
Midterm Exam Assessment*	10
In Class Seminar	10
Final Exam Assessment *	25
Total	100

\*Students must earn half of all available exam marks to achieve a passing grade.

**Notes****Team Project – Event Plan Creation and Presentation (55 marks)**

There will be three written project submissions and one oral client presentation for this project. The topics covered and marks awarded for each submission will include:

**Part A: 15 marks**

Project Concept and Rationale; Event Name; Event Mind's Eye; Event Overview; Environmental Analysis (including external and internal analysis); Target Market Analysis; and Initial Revenue and Cost Categories.

**Part B: 15 marks**

Positioning statement, Integrated Marketing Communications & Sales plan, Sponsorship plan, and Pricing plan.

**Part C: 15 marks**

Risk Management, Operations, Staging & Logistics plan, Event Evaluation and Final Budget.

**Part D: 10 marks**

Each team will present the completed event marketing plan orally jointly to a client and professor. Revisions will be made based on the feedback received on Parts A, B and C.

**Notes:**

1. Team Assignments: Three assignments are built into the course that relate directly to the event business plan and form part of the evaluation for Part A and Part C.

The final grade for the team project will be based on a combination of the final grades awarded for each of Part A, B and C and individual student marks for each section will be based on peer evaluations completed in Assignment 3. The oral presentation, while made as a team will be evaluated individually.

**In Class Seminar (10 marks)**

Each team will work together to develop an "in class" seminar that requires the team to conduct secondary research on a topic taught the prior week that will demonstrate how the knowledge taught is applied in the field of events planning. While each team will present together, team members will be individually assessed.

**Midterm Exam (10 marks)**

Students will be assessed individually with a written exam at the halfway point in the course to determine their comprehension of the material covered at that point in the course.

**Final Exam (25 marks)**

The final exam will be cumulative and will cover all topics discussed throughout the course.

**Team Project Structure**

Teams of students (usually 4-5 per team) will be formed in 1<sup>st</sup> and 2<sup>nd</sup> weeks of class. These teams will work together for the duration of the course for the team assignments and the development of the Event Plan. Teams will be guided by the team project charter (Assignment 1); the Client Contract (Assignment 2); and student's evaluation of their peers and themselves (Assignment 3).

**Notes****Class Participation Structure**

**Hour #1:** Starting towards the end of the first month of classes, each team will be assigned to present an in-class seminar to discuss the key concepts taught the prior week and demonstrate an application of the key learning from the prior week as applied to the event plans that each team will be working on for their clients. The schedule will be determined on a random draw basis. Each team will prepare an entertaining in class presentation involving games, tests, quizzes or other interactive means. Presentations will be limited to 45 minutes.

**Hour #2:** The topic for the following week shall be introduced and taught using a combination of theory and applied examples.

**Hour #3:** The last hour will be used for a discussion of the team's projects and an identification of common issues. Flash reports will be reviewed with each team. Project updates will be given by teams.

**Required Texts/Resources**

A comprehensive events management textbook is recommended but not required for this course.

The text is **Events Management by Bowdin, Allen, O'Toole, Harris and McDonnell 3<sup>rd</sup> Ed.**

As well, your text from BUAD 116 or a similar entry level Intro to marketing course will serve as good reference tool.

There are also proprietary powerpoint decks developed for this course by the Okanagan School of Business.

Course Schedule

Date		Topic	Resources
2022 Week of:		Classes Start: Wednesday, September 7 STAT Friday, September 30 STAT Monday, October 10 STAT Friday, November 11 Last day of regularly scheduled Classes: Tuesday, December 6	
Sept	13	Overview of Events, Components of Events; Events as Service Formation of Teams; Discussion of Seminars & Event Plans	Week 1 PowerPoint
	20	Creating an Event & Idea Generation Project Management & Flash Reports <b>Team Assignment #1 due; Start Team Assignment #2</b>	Week 2 PowerPoint
	27	<b>Team Seminar #1 – Event Creation &amp; Idea Generation</b> Events Minds Eye Modelling & Event Scripting Customer Profiling, Persona Model, Positioning of Event <b>Team Assignment #2 Project Charter</b>	Week 3 PowerPoint
Oct	4	<b>Team Seminar #2 – Minds Eye Modelling/Customer Profiling</b> External Analysis – Pestel analysis, Competitive Gap Analysis, Key Success Factors, and Driving Forces of Change	Week 4 PowerPoint
	11	<b>Team Seminar #3 – Implications of External Analysis</b> Internal Analysis- SWOT model and TOWS modelling	Week 5 PowerPoint
	18	<b>Team Seminar #4 – Conducting a TOWS Analysis</b> Integrated Marketing Communications & Sales (IMCS) <b>Event Business Plan Project Part A Due</b>	Week 6 PowerPoint
	25	<b>Midterm Exam (1 hour)</b> <b>Team Seminar #5 – IMCS Strategy and Content</b> Completion of IMCS; Sponsorship of Events	
Nov	1	<b>Team Seminar #6 – Sponsorship</b> Legal & Business Risk Management <b>Event Business Plan Project Part B Due</b>	Week 8 PowerPoint
	8	<b>Team Seminar #7 – Legal &amp; Business Risk Management</b> Staging & Logistics	Week 9 PowerPoint
	15	<b>Team Seminar #8 – Staging &amp; Logistics Event Business Plan</b> Financial Management	Week 10 PowerPoint
	22	<b>What You Learned in Events Planning</b> <b>Event Business Plan Project Part C Due</b>	Week 11 PowerPoint
	29	<b>Complete Event Business Plan handed in for binding</b> <b>Team Peer Evaluations Handed In</b> <b>Presentation Review and Course Review</b>	Prepare Final Event Business Plan Revisions & Prepare Oral Presentations
Dec	6	<b>Event Plan Client Presentations</b> <b>Final Event Business Plans Due</b>	
	8-18	<b>Final Exam Period</b>	

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## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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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**

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### **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 Academic Integrity Policy outlined in the OC calendar, which is available online [OC Academic Integrity Policy](#). 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, 7<sup>th</sup> edition (2019)). 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.