



## **COURSE SYLLABUS**

<b>COURSE TITLE:</b>	Events Management and Marketing	<b>COURSE CODE:</b>	MKTG391
<b>PREREQUISITES:</b>	MKTG130	<b>SEMESTER:</b>	FALL 2020
<b>INSTRUCTOR:</b>	Michele Landel	<b>CREDITS:</b>	3
<b>EMAIL:</b>	michelelandel@gmail.com	<b>SCHEDULE:</b>	Tuesday 12h30-15h30

### **COURSE DESCRIPTION:**

The course is structured around "thematic" sessions that will introduce and demonstrate the life cycle of an event. The information will be presented using lectures, interactive group activities, presentations, required reading, and case study exercises. The course approach will emphasize critical thinking skills and will require students to learn by:

- Doing in-class exercises that are designed to promote awareness of the subject, to improve students' presentation skills, and to develop real-world event planning skills.
- Listening to short-lectures and other student's presentations to expand the student's knowledge base and accumulate new perspectives.
- Applying their new knowledge, key principles, techniques and vocabulary to class discussion, quizzes, and class presentations.

### **COURSE OBJECTIVES:**

This course introduces students to the fundamentals of event management and marketing. Event management is the application of project management, communications, and marketing skills to the creation and execution of large-scale events. The course will use exercises and real-world examples to give students a solid grasp on all aspects of the planning, execution and evaluation of an event.

### **EXPECTED LEARNING OUTCOMES:**

Upon completion of this course students should be able to:

- Design, plan and stage an event for promotional, branding, fundraising, or sports purposes.
- Construct a strategic marketing and P.R. plan for the event.
- Understand the role, added value and how-to creation of sponsorship deals (partnerships).
- Deal with logistics, risks, and environmental / economic impacts.
- Effectively communicate and present an event project.



**MANDATORY TEXTBOOK:**

The Business of Events Management. Author: Beech, John; Kaiser, Sebastian; Kaspar, Robert. Pearson. ISBN-13: 9780273758648

**EVALUATIONS:**

The final grade will be determined as follows:

- 25% Term Project
- 20% Case Studies and other assignments
- 15% Participation
- 25% Mid-term Quiz
- 15% Final Quiz

**Presence in class is mandatory. More than 2 absences will lead to a failing grade.**

**Please be sure to put the title of the assignment, the date, and your NAME on the top of all assignments. Failure to do so will result in a 1/2 grade reduction.**

**All assignments must be submitted in class as hard/paper copies, nothing by email. 10% (for one week late), 20% (two weeks late), etc. will be taken off late homework.**

**GRADING CRITERIA:**

**Grades will be based on the standard ABS Grading Rubrics available on become**

**COURSE SCHEDULE:**

Dates	Reading/Homework	Session Content
Session 1 22 Sept	Chapter 1 and 2	Introduction to the Course & Event Management
Session 2 29 Sept	Chapter 3 and 4	Professionalism, Suppliers & Venues
Session 3 6 Oct	Chapter 6 and 8	Volunteers, Paid Staff & Internal Communications
Session 4 13 Oct	Chapter 9, 11, and 12 Case Studies 9.1	Event Planning & Risk Management



Session 5 20 Oct	Chapter 7 and 13	Event Branding, Websites & Social Media
Session 6 27 Oct	Review for Mid-term Quiz	Event Advertising, Publicity, and Public Relations
Session 7 3 Nov	Chapter 20	Sponsorship <b>Midterm Quiz</b>
Session 8 10 Nov	Chapter 10 Case Study 10.1	Sustainability and Events
Session 9 17 Nov	Chapter 14 and 18	Event Project Management & Set Up
Session 10 24 Nov	Chapter 16 and 21	Event Evaluation Group Presentations
Session 11 8 Dec	Review for Final Quiz	Trends in Event Management Group Presentations
Session 12 15 Dec		Group Presentations <b>Final Quiz</b>

**The schedule of Final Exams will be confirmed and published by 31 October 2020. The last day of the semester is 18 December 2020. DO NOT PLAN ANY TRAVEL BEFORE THIS DATE AS THERE ARE NO MAKE-UP EXAMS.**