

MKTG391: SPONSORSHIP & EVENT MARKETING

COURSE NUMBER : MKTG 391

CREDITS : 3

PREREQUISITE : MKTG 210

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The course is structured on "thematic" sessions, in that each session is based around a particular group of subjects that follow a theme. Each of the individual subject areas are supported by case study exercises.

The course approach is based on resolving issues :

- **A knowledge transfer segment** covering a specific topic. The topic is then integrated with the case study coverage in the same period. Each segment concentrates on the key principles, techniques and vocabulary related to that topic. The range of topics is detailed below.
- **The learning-by-doing segment**, a case study and other practical exercises undertaken in teams that are designed to promote a general awareness of the subject and to develop the student's presentation skills.

COURSE OBJECTIVES:

To provide the students with a practical framework of the strategic marketing process that can be applied to event marketing and the role of sponsorship whether in the sports, tourism, entertainment, business, or political sectors.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students **should have a solid grasp of how to:**

3. Design, plan, and stage an event for promotional, fundraising, sports, etc. purposes
4. Construct a strategic marketing & P.R. plan for the event
5. Create sponsorship deals
6. Deal with logistics, risks, environmental impact
7. Effectively communicate and present their event project