




# 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>Winter 2020</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 Specialty – 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 2016
Chair's Approval:	

**Professors**

Name	Phone	Office	Email
Blair Baldwin	250-762-5445 x4315	Kelowna: E220	<a href="mailto:bbaldwin@okanagan.bc.ca">bbaldwin@okanagan.bc.ca</a>
Mark Ziebarth	250-762-5445 x	Kelowna: E	<a href="mailto:mziebarth@okanagan.bc.ca">mziebarth@okanagan.bc.ca</a>

**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 (team but peer prorated)	40
Event Business Plan Client Presentation	10
Team Assignments (3)	5
Midterm Assessment (individual)	10
In Class Seminar (team)	10
Final Exam Assessment * (individual)	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 (50 marks)**

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 marks)

**Part B** – Integrated Marketing Communications & Sales plan, Sponsorship plan, Risk Management plan, Pricing, Operations plan, Evaluation and Final Budget (20 marks)

**Part C** – Your team will be required to present the completed event marketing plan orally (10 marks) to your client with each team member marked individually and as well the team will 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 team evaluation criteria set up under Assignment 1 outlined in Moodle and which must be handed in on the day of the final submission of your project as part of Assignment 3.

**Team Assignments (5 marks)** There are three assignments worth a total of 5 marks. These three team assignments are outlined on Moodle.

**In Class Seminar (10 marks)** Your team will work together to develop an "in class" seminar that will require your team to do some research on a topic taught the prior week that demonstrates how the knowledge you are taught is applied use real event examples. Further details will be provided by your professor. While the team presents together, each team member is individually assessed.

**Midterm Individual Assessment (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 is cumulative and covers all topics discussed throughout 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 for the team assignments and the development of the Event Plan and be guided by the team charter (Assignment 1) and the client you choose (Assignment 2) and assess yourselves and your peers by your team criteria (Assignment 3).

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

**Hour #1:** Starting towards the end of the first month of classes, your team 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 learning based on a case study of an event anywhere in the world that you choose. The schedule shall be determined on a random draw basis. Your team should bring your own laptop and prepare an entertaining in class presentation involving games, tests, prizes or whatever interactive means you wish. The focus of your team needs to be on using interesting and innovative methods of engaging the class, stimulating discussion and conveying the key concepts. Presentations should be 45 minutes, and include teaching, interaction and some application by your peers.

**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 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
Week of:		Classes Begin – Jan 6, 2020 Mid Winter Break Feb 17-21 2020 (no classes) Last day to withdraw without academic penalty – March 6, 2020 Last Day of Regular Classes – April 9, 2020 Exam Period – April 14 – 24, 2020	
Jan	6	<b>Learning Topics</b> Overview of Events, Tourism Events Planning Formation of Teams; Discussion of Team Seminars & Event Plans <b>Team Assignment #1 started in class</b>	Week One Powerpoint
Jan	13	<b>Learning Topics</b> Strategic Event Planning, Project Management & Flash Reports Creating an Event; Client Solicitation <b>Team Assignment #1 due; Start Team Assignment #2</b> <b>Soliciting Clients, Pitching, Signing</b>	Week 2 Powerpoint – Creativity & Strategic Planning Week 2 Powerpoint – Project Management
Jan	20	<b>Learning Topics</b> Customer Profiling, Persona Model, Positioning of Event Vision and Goal Setting <b>Team Seminar #1 – Event Creation</b> <b>Team Assignment #2 due with signed client contract form</b>	Week 3 Powerpoint – Customer Profiling, Persona Modelling, Vision and Goal Setting
Jan	27	<b>Learning Topics</b> Goal Setting External Analysis – Pestel, Competition, KSF's Driving Forces, <b>Team Seminar #2 – Vision, Goal Setting &amp; STP</b>	Week 4 Powerpoint – External Analysis
Feb	3	<b>Learning Topics</b> Internal Analysis- SWOT model and TOWS model <b>Team Seminar #3 – External Analysis</b>	Week 5 Powerpoint – SWOT and TOWS
Feb	10	<b>Learning Topics</b> Integrated Marketing Communications & Sales Paid Media, Owned Media Earned Media <b>Event Business Plan Project Part A Due</b>	Week 6 Powerpoint - IMCS
Feb	17	<b>Mid Winter Break No Classes</b>	Prepare for midterm
Feb	24	<b>Learning Topics</b> Sponsorship of Events <b>Midterm Exam (1 hour)</b> <b>Team Seminar #4 – IMC &amp; Sales</b>	Week 7 Powerpoint - Sponsorships
Mar	3	<b>Learning Topics</b> Legal & Business Risk Management <b>Team Seminar #5 – Sponsorship</b>	Week 8 Powerpoint – Risk Management
Mar	10	<b>Learning Topics</b> Staging & Logistics <b>Team Seminar #6 – Legal &amp; Business Risk Mgmt</b>	Week 9 Powerpoint – Staging & Logistics
Mar	17	<b>Learning Topics</b> Financial Management <b>Team Seminar #7 – Staging &amp; Logistics Event Business Plan</b> <b>Event Business Plan Project Part B Due</b>	Week 10 Powerpoint - Finance
Mar	24	<b>Learning Topics</b> Evaluation & Research & Explanation of Final exam <b>Team Seminar #8 – What You Learned in Events Planning</b> <b>Complete Event Business Plan handed in for binding</b> <b>Team Peer Evaluations Handed In</b>	Week 11 Powerpoint – General
Mar	31	Event Plan Presentations	
April	6	Event Plan Presentations	

## **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 Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://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, 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.

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