

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: SPECIAL EVENTS AS AN ORGANIZATIONAL
PUBLIC RELATIONS TOOL

CODE NO. : PEM104 **SEMESTER:** 1

PROGRAM: PUBLIC RELATIONS & EVENT MANAGEMENT

AUTHOR: DONALD ARONSON

DATE: FEB 2011 **PREVIOUS OUTLINE DATED:**

APPROVED: _____ "Penny Perrier" _____ June/11
CHAIR Date

TOTAL CREDITS: 4

PREREQUISITE(S): NONE

HOURS/WEEK: 4

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For additional information, please contact Penny Perrier, Chair
School of Business
(705) 759-2554, Ext. 2754

I. COURSE DESCRIPTION: This course will provide the student with an understanding of how organizations use special events as an integral part of their overall Public Relations and marketing strategy. The student will learn to understand and manage news conferences, new product and campaign launches as well as community and charitable sponsorship opportunities. The students will examine the individual mechanics for these types of events and develop Public Relations objectives (SMART) to successfully position the event for delivering on its strategic plans.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Identify the most appropriate event to support the Public Relation Strategy

Potential Elements of Performance

- Establish the criteria to be employed to ascertain which type of event fits within the Public Relations Strategy
- Establish the wants and needs of all stakeholders within the organization
- Determine whether a specific event should be created or is there a suitable event to which the organization could align itself
- Establish how event success will be measured by each stakeholder

2. Identify which special events work most effectively with advertising and promotions campaigns

Potential Elements of the Performance:

- Evaluate a variety of successful marketing plans to determine

how critical elements of the advertising campaigns and the promotions plans can be supported by events

- Gain an understanding and appreciation for the 5 P's of Marketing; Public Relations, Product, Promotion, Price, and Place/location and how they are effectively integrated
- Identify all event elements that require advertising and promotions, from the proposal through the final evaluation
- Identify advertising and promotion partnership opportunities to share costs

3. Identify how organizations involve key stakeholders in their special events

Potential Elements of the Performance:

- Explore how to effectively involve the organization's employees in the event both as participants and as volunteers
- Develop plan to incorporate the organization's executives and appropriate political leaders in the PR and event plan
- Design a comprehensive component for the organization's Key customers and their executives
- Explore and include any special interest groups into event plan

4. Identify the critical elements of a special events and how they support Public Relations

Potential Elements of the Performance:

- Explore the anatomy of all types of news conference and each of the elements align with the public relations strategy
- Examine how successful product and campaign launches are strategically incorporated within the public relations plan

III. TOPICS:

1. Integrating public relations strategy & event management
2. Effectively applying the 5 P's of marketing
3. Understanding, executing & managing public relations events
4. Contingency planning
5. Pre & Post event evaluations to achieve public relations objectives

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Special Events: ***A New Generation and the Next Frontier***, 6th Edition
by Joe Goldblatt ISBN 978-0-470-44987-5

V. EVALUATION PROCESS/GRADING SYSTEM:

Attendance & in-class participation	10%
Group Project Presentation	20%
Bi-weekly quiz	25%
Event Evaluations	20%
Final Examination	25%
TOTAL	100%

The following semester grades will be assigned to students:

Grade	<u>Definition</u>	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the	

	requirements for a course.
NR	Grade not reported to Registrar's office.
W	Student has withdrawn from the course without academic penalty.

VI. SPECIAL NOTES:Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.