

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



**SAULT
COLLEGE**

COURSE OUTLINE

COURSE TITLE: Marketing of Events

CODE NO. : PEM200 **SEMESTER:** 2

PROGRAM: Public Relations and Event Management

AUTHOR: Donald Aronson

DATE: Dec. 2011 **PREVIOUS OUTLINE DATED:**

APPROVED: "Brian Punch" Dec/11

CHAIR **DATE**

TOTAL CREDITS: 4

PREREQUISITE(S): NONE

HOURS/WEEK: 4

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For additional information, please contact Brian Punch, Chair
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I. COURSE DESCRIPTION: The course is designed to provide students with a comprehensive understanding of the concepts and strategies used to market, promote and publicize events as part of an overall Public Relations strategy. Students will learn how to create a ‘buzz’ in the community through innovative marketing plans designed to build stakeholder relations and a positive corporate profile. This course will lead students through the basic principles of what motivates the general public to attend and support corporate events. Students will learn how to develop customized marketing plans utilizing the latest communication tools available on the market today. The course will show students how to successfully market corporate, charitable and community events while meeting the goals and objectives of the Public Relations plan.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Identify the critical elements of an event and how the marketing of the event supports Public Relations Strategic

Potential Elements of Performance

- Develop marketing techniques appropriate for the type of event being supported in the Public Relations strategy
- Develop an appropriate event theme that will provide consistency for all selected marketing vehicles
- Incorporate the Marketing plan into the Event Master Plan (EMP)
- Correlate the Event Master Plan (EMP) with PR strategic plan to ensure a synergistic approach

2. Ability to build marketing plans to promote and publicize a corporate, charitable or community event.

Potential Elements of the Performance:

- Identify the most appropriate marketing program based on the nature of the event.
- Determine the stakeholders who will be impacted and influenced by the event.
- Identify media opportunities including community television channels, feature interviews and public service announcements to support the marketing plan.
- Develop a tactical plan incorporating both paid and unpaid promotional plans

3. Understanding and knowledge required to build a marketing budget

Potential Elements of the Performance:

- Sound understanding of the line items and their priority within a marketing budget.
- Ability to assign estimated costs to marketing tactics based on the “biggest bang” for the buck.
- Ability to creatively stretch the marketing dollar over a number of paid media outlets while influencing unpaid publicity.

4. Develop a comprehensive marketing communications mix to promote the event within the Public Relations strategy

Potential Elements of the Performance:

- Conduct market research to determine the audience and stakeholder composition

- Evaluate the event communications options within the event budget and performance quotient
- Explore and identify Social Media opportunities as part of the overall marketing plan.

5. Post event evaluation of the marketing return on investment

Potential Elements of the Performance

- Identification of measurement tools utilized in post event evaluation
- Determining ROI on media buys
- Evaluating corporate goodwill index based on stakeholder feedback
- Survey of event participants to determine sponsorship awareness levels

III. TOPICS:

1. Event Marketing plans and tactics
2. Budgeting for marketing of events
3. Post event ROI evaluation
4. Marketing and Communications strategies
5. Paid and Unpaid media opportunities
6. The Impact of Event Marketing on corporate profile

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Event Marketing: ***How to Successfully Promote Events, Festivals, Conventions & Expositions*** by Leonard H. Hoyle, ISBN 0-471-40179-X

V. EVALUATION PROCESS/GRADING SYSTEM:

<i>Attendance & in-class participation</i>	10%
<i>Team Event Project Presentation</i>	35%
<i>Weekly Quiz Scores</i>	30%
<i>Final Examination</i>	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%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
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.