

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:

Marketing Public Relations: A Marketer's Approach to Public Relations and Social Media, Gaetan T. Giannini, Jr., ISBN: 978-0-13-608299-6

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.

1. Course Outline Amendments:

The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

2. Retention of Course Outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

3. Prior Learning Assessment:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.

Substitute course information is available in the Registrar's office.

4. Disability Services:

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

5. Communication:

The College considers Desire2Learn (D2L) as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of this Learning Management System (LMS) communication tool.

6. Plagiarism:

Students should refer to the definition of “academic dishonesty” in Student Code of Conduct. Students who engage in academic dishonesty will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

7. Tuition Default:

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of March will be removed from placement and clinical activities due to liability issues. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.

8. Student Portal:

The Sault College portal allows you to view all your student information in one place. mysaultcollege gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations, in addition to announcements, news, academic calendar of events, class cancellations, your learning management system (LMS), and much more. Go to <https://my.saultcollege.ca>.

9. Electronic Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies

of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.