



COURSE OUTLINE: PEM200 - MARKETING OF EVENTS

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Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

Course Code: Title	PEM200: MARKETING OF EVENTS	
Program Number: Name	2170: PUBLIC RELATIONS	
Department:	PUBLIC RELATIONS PROGRAM	
Semesters/Terms:	22W	
Course Description:	Students will learn how to create a buzz in the community through innovative marketing plans designed to support corporate and stakeholder events. This course will lead students through the basic principles of what motivates the general public to attend and support events. 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.	
Total Credits:	4	
Hours/Week:	4	
Total Hours:	60	
Prerequisites:	There are no pre-requisites for this course.	
Corequisites:	There are no co-requisites for this course.	
Vocational Learning Outcomes (VLO's) addressed in this course:	2170 - PUBLIC RELATIONS	
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 1 Coordinate and contribute to the planning of public relations activities, including the development of clear, measureable communication objectives and project or tactical budgets and selection of strategies, tactics, tools and resources to manage a range of stakeholder relationships and issues and achieve organization objectives.	
	VLO 2 Coordinate and contribute to and adapt the implementation of strategies and tactics and the management of budgets and resources to achieve communication objectives and meet activity guidelines and requirements	
	VLO 4 Produce effective, accessible, and timely print, digital and multimedia communications, independently and collaboratively, to manage specific stakeholder relations and/or issues and achieve organizational objectives.	
	VLO 6 Engage stakeholders by adapting language, tone and presentation style to the public relations purpose, situation, audience and channel(s).	
	VLO 7 Comply with and support others to work in accordance with relevant professional association and industry codes of ethics, public relations professional standards and practices, and legal obligations, protocols and policies.	
	VLO 9 Assess the selection and implications of current emerging technologies on the quality and delivery of public relations activities and on organizational effectiveness.	
	VLO 10 Select strategies and tools to build and manage stakeholder relationships to support public relations activities, organizational objectives and career development.	
	Essential Employability Skills (EES) addressed in	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2021-2022 academic year.



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this course:

- EES 3 Execute mathematical operations accurately.
- EES 4 Apply a systematic approach to solve problems.
- EES 5 Use a variety of thinking skills to anticipate and solve problems.
- EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
- EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
- EES 10 Manage the use of time and other resources to complete projects.

General Education Themes:

Social and Cultural Understanding

Course Evaluation:

Passing Grade: 50%,

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Identify the critical elements of an event and how the marketing of the event supports Public Relations strategy.	1.1 Develop marketing techniques appropriate for the type of event being supported in the Public Relations strategy. 1.2 Develop an appropriate event theme that will provide consistency for all selected marketing vehicles. 1.3 Incorporate the Marketing Plan into the Event Master Plan (EMP). 1.4 Correlate the Event Master Plan (EMP) with PR Strategic Plan to ensure a synergistic approach.
Course Outcome 2	Learning Objectives for Course Outcome 2
Ability to build marketing plans to promote and publicize a corporate, charitable or community event.	2.1 Identify the most appropriate marketing program based on the nature of the event. 2.2 Determine the stakeholders who will be impacted and influenced by the event. 2.3 Identify media opportunities including community television channels, feature interviews and public service announcements to support the marketing plan. 2.4 Develop a tactical plan incorporating both paid and unpaid promotional plans.
Course Outcome 3	Learning Objectives for Course Outcome 3
Understanding and knowledge required to build a marketing budget.	3.1 Sound understanding of the line items and their priority within a marketing budget. 3.2 Ability to assign estimated costs to marketing tactics based on the biggest bang for the buck. 3.3 Ability to creatively stretch the marketing dollar over a number of paid media outlets while influencing unpaid publicity.
Course Outcome 4	Learning Objectives for Course Outcome 4
Develop a comprehensive	4.1 Conduct market research to determine the audience and

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	marketing communications mix to promote the event within the Public Relations strategy.	stakeholder composition. 4.2 Evaluate the event communications options within the event budget and performance quotient. 4.3 Explore and identify social media opportunities as part of the overall marketing plan.
	Course Outcome 5	Learning Objectives for Course Outcome 5
	Post-event evaluation of the marketing return on investment.	5.1 Identification of measurement tools utilized in post-event evaluation. 5.2 Determining ROI on media buys. 5.3 Evaluating corporate goodwill index based on stakeholder feedback. 5.4 Survey of event participants to determine sponsorship awareness levels.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Attendance/ Participation	10%
Final Exam	25%
Team Event Project	35%
Weekly Quizzes	30%

Date:

July 28, 2021

Addendum:

Please refer to the course outline addendum on the Learning Management System for further information.

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