

Business Administration

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| Course Number: | BUAD 334 |
| Course Title: | EVENTS MANAGEMENT AND MARKETING |
| 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: | Fall 2019 |
| 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 Speciality – Elective |
| Substitutable Courses: | No |
| 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 |

Professors

Blair Baldwin

Notes**Team Project – Creation of an Event Plan (45 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 (5 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

Notes

Class Participation Structure

Hour #1: Starting

