



**Professors**

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**Learning Outcomes**

Upon completion of this course students will be able to

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**Evaluation Procedure**

Event Business Plan	55%
Individual Assessment	10%
In-Class Seminar	10%
Final Exam	25%
Total	100%

**Notes****Team Project – Creation of an Event Plan (55%)**

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%)

**Part B** – Integrated Marketing Communications & Sales plan, Sponsorship plan, Risk Management plan, Pricing, Operations plan, Evaluation and Final Budget (25%)

**Part C** – Your team will be required to present the completed event marketing plan orally (10%) to your client and professor as well as 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 awarded for each of these three parts and your individual mark for each section will be pro-rated by your team members' assessment of your overall performance. This will be based on the individual and team evaluation process outlined in class and provided on Moodle at the start of the course.

**Team Project Topic Selection**

Select an event for a local, regional or national organization that your team will create a full event business plan for by the end of the semester

**Notes**

**Team Project Structure**

Teams of students (usually 4-5 per team) will be formed in the first week of classes. These teams shall work together for the duration of the course on both the in-class presentation of applied key



## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying or to 12.3(i)2 we of alon