

## SAMPLE COURSE OUTLINE

Creation date: October 28, 2020

Revision date:

### Course Code, Number, and Title:

MARK 3100: Special Events Planning and Marketing

### Course Format:

[Course format may vary by instructor. The typical course format would be:]

Lecture 3.0 h + Seminar 1.0 h + Lab. 0.0 h

**Credits:** 3.0

**Transfer Credit:** For information, visit [bctransferguide.ca](http://bctransferguide.ca)

### Course Description, Prerequisites, Corequisites:

This course will introduce students to the exciting industry of Event Marketing and Sponsorship including social functions, domestic and international trade shows, conferences, and major conventions. The course will examine the strategic reasons why organizations participate in event marketing and sponsorship activity in both the domestic and international marketing environment. In addition, students will be exposed to the tactics used in the pitching, designing, planning, marketing, managing, budgeting, execution, and evaluation of events. Students will gain experience practicing the skills that are required in event management and execution including business development, proposal writing, event design, budgeting, venue selection, catering, determining audio visual requirements, security, risk management, and more. The course is taught using a series of seminar type lectures, group work and individual assignments and a major project.

Students will receive credit for only one of MARK 3100 or RECR 3200.

Prerequisite(s): Completion of a minimum of 54 credits including MARK 1115 with a minimum "C" grade and 6 credits of university-transferable English or Communications with a minimum "C" grade. For students in the fourth term of the Design Formation Program, completion of MARK 1115, DDSN 2152, and 6 credits of university-transferable English or Communications with a minimum "C" grade will be deemed to be equivalent to the above.

### Learning Outcomes:

- Apply the principles of event marketing and management in an ethical and strategic way.
- Plan, manage, execute, and evaluate an event.
- Demonstrate the role event marketing and sponsorship play in achieving objectives.
- Demonstrate effective measurement and evaluation of event objectives.

"This generic outline is for planning purposes only".

**Instructor(s): TBA**

**Office: TBA**

**Phone: (604) 323-XXXX**

**Email: TBA**

**Office Hours: TBA**

**Textbook and Course Materials:**

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

Event Management, For Tourism, Cultural, Business and Sporting Events, by Lynn Van Der Wagen and Brenda R. Carlos – Pearson, Prentice Hall 4th Edition

For textbook information, visit [https://mycampusstore.langara.bc.ca/buy\\_courselisting.asp?selTerm=3|8](https://mycampusstore.langara.bc.ca/buy_courselisting.asp?selTerm=3|8)

*Note: This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.*

**Assessments and Weighting:**

**Final Exam** 0%

**Other Assessments**

(An example of other assessments might be:)

Major Event/Project: 60%

Midterm Exam 1: 20%

Midterm Exam 2: 20%

**Grading System:**

Specific grading schemes will be detailed in each course section outline.

*Information unavailable, please consult Department for details.*

**Topics Covered:**

[Topics covered may vary by instructor. An example of topics covered might be:]

*Information unavailable, please consult Department for details.*

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As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

**College Policies:**

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

**Departmental/Course Policies:**

*Information unavailable, please consult Department for details.*

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