



**Professors**

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**Learning Outcomes**

Upon completion of this course students will be able to:

- Evaluate the career opportunities in the field of event management and marketing.
- Explain the increasing importance of event management including planning, marketing, sales, and execution in the private, public and not for profit sectors.
- Describe the unique features of events as they pertain to planning, marketing, sales, and execution.
- Develop a creative event concept.
- Create a comprehensive event business plan in collaboration with a client from the local community.
- Assess the challenges and opportunities facing event managers and marketers now and in the future.

**Course Objectives**

This course will cover the following content including:

- Examining the relevance of events planning to the world of business including private, public and not-for-profit sectors

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**Notes**

**Team Project Event Plan Creation and Presentation (50 marks)**

**Notes**

Course Schedule

Date		Topic	Resources
Week of:		Classes Begin – Jan 6, 2020 Mid Winter Break Feb 17-21 2020 (no classes) Last day to withdraw without academic penalty – March 6, 2020 Last Day of Regular Classes – April 9, 2020 Exam Period – April 14 – 24, 2020	
Jan	6	<b>Learning Topics</b> Overview of Events, Tourism Events Planning Formation of Teams; Discussion of Team Seminars & Event Plans <b>Team Assignment #1 started in class</b>	Week One Powerpoint
Jan	13	<b>Learning Topics</b> Strategic Event Planning, Project Management & Flash Reports Creating an Event; Client Solicitation <b>Team Assignment #1 due; Start Team Assignment #2</b> <b>Soliciting Clients, Pitching, Signing</b>	Week 2 Powerpoint – Creativity & Strategic Planning Week 2 Powerpoint – Project Management
Jan	20	<b>Learning Topics</b> Customer Profiling, Persona Model, Positioning of Event Vision and Goal Setting <b>Team Seminar #1 – Event Creation</b> <b>Team Assignment #2 due with signed client contract form</b>	Week 3 Powerpoint – Customer Profiling, Persona Modelling, Vision and Goal Setting
Jan	27	<b>Learning Topics</b> Goal Setting External Analysis – Pestel, Competition, KSF's Driving Forces, <b>Team Seminar #2 – Vision, Goal Setting &amp; STP</b>	Week 4 Powerpoint – External Analysis
Feb	3	<b>Learning Topics</b> Internal Analysis- SWOT model and TOWS model <b>Team Seminar #3 – External Analysis</b>	Week 5 Powerpoint – SWOT and TOWS
Feb	10	<b>Learning Topics</b> Integrated Marketing Communications & Sales Paid Media, Owned Media Earned Media <b>Event Business Plan Project Part A Due</b>	Week 6 Powerpoint - IMCS
Feb	17	<b>Mid Winter Break No Classes</b>	Prepare for midterm
Feb	24	<b>Learning Topics</b> Sponsorship of Events <b>Midterm Exam (1 hour)</b> <b>Team Seminar #4 – IMC &amp; Sales</b>	Week 7 Powerpoint - Sponsorships
Mar	3	<b>Learning Topics</b> Legal & Business Risk Management <b>Team Seminar #5 – Sponsorship</b>	Week 8 Powerpoint – Risk Management
Mar	10	<b>Learning Topics</b> Staging & Logistics <b>Team Seminar #6 – Legal &amp; Business Risk Mgmt</b>	

## **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 information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining

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