

Business Administration

Course Number: **BUAD 334**

Course Title: **EVENTS PLANNING**

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: **WINTER 2024**

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

Transfer Credit:

Notes

Class Participation Structure

Hour #1: Starting in week #3, each team will be assigned to present an in-class seminar to di(inar)gination

Course Outline

Date Topic

Deliverables and Key Dates

SKILLS ACROSS THE BUSINESS CURRICULUM

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

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 characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Respn 2EMC /P AMCID 15 BDC -0008 Tc -0008 Tw -18ThAMCID bid(84 624D I-322 es SvmoAMCID I-3