

City University of Hong Kong
Course Syllabus

offered by Department of Marketing
with effect from Semester A 2019/20

Part I Course Overview

Course Title: Event Marketing

Course Code: MKT4637

Course Duration: 1 Semester

Credit Units: 3

Level: B4

Arts and Humanities

Proposed Area: Study of Societies, Social and Business Organisations
(for GE courses only) Science and Technology

Medium of Instruction: English

Medium of Assessment: English

Prerequisites: CB2601 Marketing
(Course Code and Title)

Precursors: Nil
(Course Code and Title)

Equivalent Courses: Nil
(Course Code and Title)

Exclusive Courses: Nil
(Course Code and Title)

Part II Course Details

1. Abstract

The course aims to provide students with knowledge about the foundation and growing importance of event marketing. It also exposes students to the complexities and challenges related to event marketing activities. Through a range interactive learning activities, the course can familiarize students with principles and practices of event marketing.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs [#]	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Critically analyzing the elements and resources of an event, and the process of developing an event concept	25%		✓	
2.	Describing the differences between marketing association events and marketing corporate event	10%		✓	
3.	Differentiating the roles of event managers and other stakeholders to events, and the overlapping and conflicting needs	15%		✓	
4	Developing the creative corporate events to through the integrated marketing strategy	25%			✓
5	Identifying the major trends and issues in the event industry, and the changes in society that are affecting the growth of the event industry	10%		✓	
6	Understanding the importance of team work in event management and recognizing the contributions from different stakeholders	15%	✓		
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4	5	6	
Seminar	Concepts and general knowledge of event marketing are explained through lectures and classroom discussions. Students are given exercises that cover relevant topics and are encouraged to work-along with the lecturer and their peers.	✓	✓	✓	✓	✓	✓	3 hours/week
Real Life Event Reference	Showing reports or clippings about some past corporate events for students' reference.	✓	✓		✓			-
Press Clippings	Students are provided with current event press clippings and releases to keep them updated with the practical application of event marketing. Students are encouraged to share their comments on the captioned events in the class.		✓		✓	✓		-
Group Project Work	Students will work in a group to develop their skills in working with others. They are required to co-operate and participate in different group project work.	✓		✓	✓		✓	-

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting*	Remarks
	1	2	3	4	5	6		
Continuous Assessment: <u>55</u> %								
Class Discussion It includes individual or group class exercises, case study discussion, brief discussion on marketing concepts and the presentation feedback, etc.	✓	✓	✓	✓	✓	✓	15%	
Group Project Students are required to identify and study a marketing event, which they feel worthy to share and bring them learning insights. Students also need to develop an event pitching proposal to demonstrate their innovations and event marketing skills.	✓		✓	✓	✓	✓	40%	
Examination: <u>45</u> % (duration: 2 hours)								

* The weightings should add up to 100%.

100%

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Adequate (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Discussion	1. communication skills 2. participations	1. Able to always present and communicate marketing ideas excellently in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes. 2. Proactively participate in class discussion by offering innovative ideas and asking questions related to the practice of marketing strategy in business organizations.	1. Able to frequently present and communicate marketing ideas acceptably in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes. 2. Proactively participate in class discussion by offering some innovative ideas and asking questions related to the practice of marketing strategy in business organizations.	1. Occasionally present and communicate marketing ideas in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes. 2. Occasionally active when urged to participate in class discussion by offering some acceptable ideas and asking limited questions related to the practice of marketing strategy in business organizations.	1. Occasionally present and communicate marketing ideas fairly in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes. 2. Reactively participate in class discussion by offering very limited ideas and asking very few questions related to the practice of marketing strategy in business organizations.	1. Not even reaching marginal levels
2. Group Project	1. ability to integrate major marketing concepts 2. ability to apply the	1. Show excellent command of all aspects by integrating major marketing concepts	1. Show good command of all aspects by integrating major marketing	1. Show acceptable command of most aspects by integrating major marketing	1. Show marginal command of a few aspects of major marketing concepts to	1. Not even reaching marginal levels

	<p>marketing principles</p> <p>3. Presentation skills</p>	<p>to analyze the consumers' behaviors, competitors, and business environments deeply, and consolidate lots of insights and implications for strategy formulation.</p> <p>2. Demonstrate excellent ability to apply the marketing principles and develop outstanding and attractive marketing programs to tackle current marketing problems and issues.</p> <p>3. Present and organize marketing information excellently in an a business report format.</p>	<p>concepts to analyze the consumers' behaviors, competitors, and business environments and suggest some implications for strategy formulation.</p> <p>2. Demonstrate good ability to apply the marketing principles and develop effective marketing programs to tackle current marketing problems and issues.</p> <p>3. Present and organize marketing information in an organized business report format.</p>	<p>concepts to analyze the consumers' behaviors, competitors, and business environments and partially able to link them up with strategy formulation.</p> <p>2. Demonstrate acceptable ability to apply the marketing principles and develop fair marketing programs to tackle current marketing problems and issues.</p> <p>3. Present and organize marketing information fairly in a business report format.</p>	<p>analyze the consumers' behaviors, competitors, and business environments but unable to link them up with strategy formulation.</p> <p>2. Demonstrate marginal ability to apply the marketing principles and develop marginal marketing programs to tackle current marketing problems and issues.</p> <p>3. Present and organize marketing information fairly in a business report format.</p>	
3. Examination	<p>1. analytical skills in terms of customers, competitors and the business environments</p> <p>2. marketing knowledge</p>	<p>1. Show excellent command of analyzing the customers, competitors and other business</p>	<p>1. Show good command of analyzing the customers, competitors and other business</p>	<p>1. Show acceptable command of analyzing the customers, competitors and other business</p>	<p>1. Show marginal command of analyzing the customers, competitors and other business</p>	<p>1. Not even reaching marginal levels</p>

	3. analytical skills in terms of the marketing problems and issues	<p>environments independently.</p> <p>2. Able to recognize all of the marketing concepts and their applications.</p> <p>3. Demonstrate excellent managerial and analytical skills to current marketing problems and issues.</p>	<p>environments independently.</p> <p>2. Able to recognize most of the marketing concepts and their applications.</p> <p>3. Demonstrate good managerial and analytical skills to current marketing problems and issues</p>	<p>environments independently.</p> <p>2. Able to recognize some of the marketing concepts and their applications.</p> <p>3. Demonstrate acceptable managerial and analytical skills to current marketing problems and issues.</p>	<p>environments independently.</p> <p>2. Able to recognize a few marketing concepts and their applications.</p> <p>3. Demonstrate marginal managerial and analytical skills to current marketing problems and issues.</p>	
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Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Event Marketing; strategic event management; strategic event marketing; risk; financial; staff; business and client relationship; “product” experiences; pricing; free entry or donation; event “place”; physical setting and processes; promotion mix and integrated communication strategy

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1. Anton Shone and Bryn Parry, *Successful Event Management*, Thomson Learning

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

Recommended reading list:

1. Glenn McCartney, *Event Management – An Asian Perspective*, Mc Graw Hill
2. Barry Siskind, *Powerful Exhibit Marketing*, John Wiley & Sons Canada, Ltd
3. Joe Goldblatt, CSEP, *Event Marketing*, Leonard H. Hoyle, CAE, CMP, John Wiley & Sons, INC. New York
4. Joe Goldblatt, *Special Events: The Roots and Wings of Celebration*, John Wiley & Sons, ISBN: 978-0-471-73831-2
5. Johnny Allen, William O’Toole, Rob Harris and Ian McDonnell, *Festival and Special Event Management*, John Wiley & Sons Australia, Ltd, ISBN: 0-470-80470-X.
6. LynnVan Der Wagen, *Event Management for Tourism Cultural, Business, and Sporting Events*, Pearson Hospitality Press