

MKT4637: EVENT MARKETING

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

Event Marketing

Subject Code

MKT - Marketing

Course Number

4637

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

CB2601 Marketing

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

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 of interactive learning activities, the course can familiarize students with principles and practices of event marketing.

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyse the elements and resources of an event, and the process of developing an event concept.	25		x
2	Differentiate the roles of event managers and other stakeholders to events, and the overlapping and conflicting needs.	15		x
3	Develop the impactful event ideas through the integrated marketing strategy.	25		x
4	Identify the major trends and issues in the event industry, and the changes in society that are affecting the growth of the event industry.	10		x
5	Collaborate with team members and demonstrate high-quality teamwork skills.	25	x	x

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 real-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.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Seminar	Students will learn the concepts and general knowledge of event marketing. During the seminars, students will complete class exercises that cover relevant topics and need to work-along with the lecturer and their peers.	1, 2, 3, 4, 5
2	Real Life Event Reference and Press Clippings	Students will read the reports or clippings about some past marketing events. They will share their comments on the captioned events in the class.	1, 2, 4

3	Peer Discussion	Students will engage in structural discussion to identify the success elements or the failure reasons for different marketing events and develop innovative and impactful event ideas to create marketing values for brands or products.	3, 4, 5	
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Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1 Class Discussion Examine the strategies and concepts of event marketing. Complete class exercises that cover relevant topics during the seminars. Work along with the lecturer and peers.	1, 2, 3, 4, 5	15	
2 Group Project Identify and study a marketing event that is worthy to share and bring learning insights. Develop and present an event idea to demonstrate innovations and event marketing skills for a designated brand or product.	1, 2, 3, 4, 5	40	

Continuous Assessment (%)

55

Examination (%)

45

Examination Duration (Hours)

2

Assessment Rubrics (AR)**Assessment Task**

Class Discussion

Criterion

1. communication skills
2. participations

Excellent (A+, A, A-)

1. Present and communicate marketing ideas excellently in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.
2. Participate proactively in class discussion by offering innovative ideas and asking questions related to the practice of marketing strategy in business organizations.

Good (B+, B, B-)

1. Present and communicate marketing ideas acceptably in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.
2. Participate proactively in class discussion by offering some innovative ideas and asking questions related to the practice of marketing strategy in business organizations.

Fair (C+, C, C-)

1. Present and communicate marketing ideas occasionally in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.
2. Participate occasionally when urged in class discussion by offering some acceptable ideas and asking limited questions related to the practice of marketing strategy in business organizations.

Marginal (D)

1. Present and communicate marketing ideas rarely in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.
2. Participate reactively in class discussion by offering very limited ideas and asking very few questions related to the practice of marketing strategy in business organizations.

Failure (F)

1. Do not reach the marginal levels
2. Do not reach the marginal levels

Assessment Task

Group Project

Criterion

1. ability to integrate major marketing concepts
2. ability to apply the marketing principles. Presentation skills

Excellent (A+, A, A-)

1. Show excellent command of all aspects by integrating major marketing concepts to analyze the consumers' behaviors, competitors, and business environments deeply, and consolidate lots of insights and implications for strategy formulation.
2. Demonstrate excellent ability to apply the marketing principles and develop outstanding and attractive marketing programs to tackle current marketing problems and issues.
3. Present and organize marketing information excellently in an a business report format.

Good (B+, B, B-)

1. Show good command of all aspects by integrating major marketing concepts to analyze the consumers' behaviors, competitors, and business environments and suggest some implications for strategy formulation.
2. Demonstrate good ability to apply the marketing principles and develop effective marketing programs to tackle current marketing problems and issues.
3. Present and organize marketing information in an organized business report format.

Fair (C+, C, C-)

1. Show acceptable command of most aspects by integrating major marketing concepts to analyze the consumers' behaviors, competitors, and business environments and partially able to link them up with strategy formulation.
2. Demonstrate acceptable ability to apply the marketing principles and develop fair marketing programs to tackle current marketing problems and issues.
3. Present and organize marketing information fairly in a business report format.

Marginal (D)

1. Show marginal command of a few aspects of major marketing concepts to analyze the consumers' behaviors, competitors, and business environments but unable to link them up with strategy formulation.
2. Demonstrate marginal ability to apply the marketing principles and develop marginal marketing programs to tackle current marketing problems and issues.
3. Present and organize marketing information fairly in a business report format.

Failure (F)

- 1, 2 & 3. Do not reach the marginal levels
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Assessment Task

Examination

Criterion

1. analytical skills in terms of customers, competitors and the business environments
2. marketing knowledge
3. analytical skills in terms of the marketing problems and issues

Excellent (A+, A, A-)

1. Show an excellent command of analyzing the customers, competitors and other business environments independently.
2. Demonstrate an excellent understanding of all of the marketing concepts and their applications.
3. Demonstrate excellent managerial and analytical skills to current marketing problems and issues.

Good (B+, B, B-)

1. Show good command of analyzing the customers, competitors and other business environments independently.
2. Demonstrate a good understanding of most marketing concepts and their applications.
3. Demonstrate good managerial and analytical skills to current marketing problems and issues.

Fair (C+, C, C-)

1. Show acceptable command of analyzing the customers, competitors and other business environments independently.
2. Demonstrate a fair understanding of the marketing concepts and their applications.
3. Demonstrate acceptable managerial and analytical skills to current marketing problems and issues.

Marginal (D)

1. Show marginal command of analyzing the customers, competitors and other business environments independently.
2. Demonstrate a marginal understanding of marketing concepts and their applications.
3. Demonstrate marginal managerial and analytical skills to current marketing problems and issues.

Failure (F)

- 1, 2 & 3 Do not reach marginal levels
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Part III Other Information

Keyword Syllabus

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.

Reading List

Compulsory Readings

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

Additional Readings

Title	
1	Glenn McCartney, "Event Management – An Asian Perspective", McGraw 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 & 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.