

Business Administration

Course Number:	BUAD 334
Course Title:	EVENTS MANAGEMENT AND MARKETING
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 measure\$.)5(t)5(t

Professors

Mark Ziebarth

Notes

Team Project – Creation of an Event Plan (50 marks)

Notes

Class Participation Structure

Hour #1: Starting in the third week of classes, your team that is formed for the applied component of the course will be assigned to present an in-class seminar to discuss the key concepts for the chapter assigned and demonstrate an application of the key concepts to a subject of your choice. The schedule shall be determined on a random draw basis. Your team should bring your own laptop and prepare a slide show to assist you. Please focus on using interesting and innovative methods of engaging the class, stimulating discussion and conveying the key concepts. Presentations should be at least 45 minutes in duration, and including discussions and your chosen engagement methods.

Apr	15-29	Final Exam Period	
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