

MKTG 4085 Spring 2018

Special Topics: Event Marketing

**Sam Houston State University
College of Business Administration
Department of Management and Marketing**

<i>Course Number:</i>	MKTG 4385
<i>Course Title:</i>	Special topics: Event Marketing
<i>Prerequisites:</i>	Junior Standing
<i>Instructor:</i>	John J. Newbold
<i>Office:</i>	SHB 236P
<i>Phone:</i>	936-294-1274
<i>Email:</i>	jnewbold@shsu.edu
<i>Class Hours & Location</i>	(Varies: See schedule) TWC Room 310
<i>Office Hours:</i>	By appointment
<i>Required Text:</i>	<i>(none)</i>

Course Description:

This course provides a hands-on practical experience in marketing a high-profile event. The event that students will work at is the Woodlands Waterway Arts Festival: This event is ranked the #1 Fine Art Show in Texas and the #5 Fine Art Show in the US. Students will learn about the various activities associated with marketing a high profile event, and will actually work at the event.

Learning Objectives:

1. Gaining Factual Knowledge

Students will gain factual knowledge and an understanding about Event Marketing:

- What is entailed in event marketing.
- How event marketing differs from general marketing.
- How the marketing of events is administered. and
- How the marketing of events is assessed.

2. Practicing Experience in Event Marketing

In addition to studying the overall planning and administration of a major event, each student will be assigned to a sub-committee of the Event Planning Team.

Further, each team member must work at least one day of the event on the weekend of April 7 & 8, 2018.

Grading and Evaluation:

Multiple Approaches to Learning

This course is designed to provide you with multiple approaches to learning and multiple approaches to assessing your progress in understanding marketing. These activities include:

Quizzes (100 points)

- There will be a total of 2 quizzes, each worth 50 points.
 - o One quiz will be related to Event Marketing in general
 - o One quiz will be on specifics of the Woodlands Waterway Art Festival specifically.

Marketing Plan (500 points)

- As a group, the class will compile a summary of all of the marketing activities involved in the Woodlands Waterway Arts Festival.
 - o The overall document will be broken down into sub-sections.
 - o Groups of 2 – 4 students will be assigned to write up each sub-section. Subsections will be related to the subcommittees worked on.

- At the end of the course, the sub-sections will be combined to form the overall document.

Reflection Paper (500 points)

- As part of the debrief, after the event, each student will write a personal reflection paper about the specific part of the event they worked on and about the event overall. In addition, they will write on what they learned, and how the Art Festival might be improved.

Attendance (400 points)

- It is extremely important that the students act professionally and keep their commitments to meet with members of the Festival Planning Team. Failure to meet a commitment to a member of the Festival team will cause the student to forfeit the 400 points for attendance.
- Similarly, working at the Festival is extremely important to the class experience. Failure to meet your commitment to work a significant portion of the Festival will cause the student to forfeit the 400 points for attendance.

Summary of Grading System

Allocation of Points by Assignment or Area

Component	Points	%
Quizzes	100	6.7%
Marketing Plan	500	33.3%
Reflection Paper	500	33.3%
Attendance	400	26.7%
TOTAL	1500	100%

Grading Scale

Grade	Point Range
A (100% - 90 %)	1350 - 1500
B (80% - 89. %)	1200 - 1349
C (70% - 79%)	1050 - 1199
D (60% - 69%)	900 - 1049
F (9% or lower)	899 or less

Tentative Class Schedule

<u>Date</u>	<u>Lectures</u>	<u>In-Class / Homework Assignments</u>
w/o January 22	Kickoff Meetings (Individual)	Form Teams Lecture on Waterway Arts Festival
w/o February 5		Quiz on Art Festival Students assigned to Sub-Committees Lecture on Event Marketing
w/o February 19		Status Reports on Sub-Committees
w/o March 5		Quiz on Event Marketing Status Reports on Sub-Committees
Week of March 12	Check in Meetings	Teams working with Festival Planning Team. Sub –committees check in w/ Dr. Newbold at some point during the week. No formal class meetings.
Week of March 19	Check in Meetings	Teams working with Festival Planning Team. Sub –committees check in w/ Dr. Newbold at some point during the week. No formal class meetings.
Week of March 28	Check in Meetings	Teams working with Festival Planning Team. Sub –committees check in w/ Dr. Newbold at some point during the week. No formal class meetings.
April 5	Pre-Festival Meeting	Everyone meets to clarify Festival assignments.
April 7 & 8	Festival	Everyone Working the Festival!
w/o April 9	Post-Festival Check in	Teams working on their parts of the Marketing Plan Summary. Sub –committees check in w/ Dr. Newbold at some point during the week. No formal class meetings.
w/o April 16		Teams working on their parts of the Marketing Plan Summary. Sub –committees check in w/ Dr. Newbold at some point during the week. No formal class meeting
w/o April 23		Teams working on their parts of the Marketing Plan Summary. Sub –committees check in w/ Dr. Newbold at some point during the week. No formal class meeting
w/o April 28	Last Formal Class	Marketing Plan document is finalized. Final Marketing Plan is due Sub-teams make presentations. Post project party!
M 4		Reflection Paper is Due