

# 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 measures.

Semester and Year: **Winter 2018**

Prerequisite(s): BUAD 272 or BUAD 293, and minimum third-year standing

Corequisite(s):

**Professors**

<b>Blair Baldwin</b> <i>Course Captain</i>	<b>250-762-5445 x4315</b>	<b>Kelowna: E220</b>	<b>BBaldwin@okanagan.bc.ca</b>

**Learning Outcomes**

Upon completion of this course students will be able to

- evaluate the career opportunities in the field of event management and marketing.
- explain the increasing importance of event management including planning, marketing, sales, and execution in the private, public and not for profit sectors.
- describe the



**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.

**Hour #2:** The topic for the following week shall be introduced and taught using a combination of theory and applied examples.

**Hour #3**

**Course Schedule**

Date	Topic	Textbook
Week of:		
Jan 8	<p><b>Learning Topics</b>                      Overview of Events, Tourism Events Planning                      Formation of Teams; Discussion of Team Seminars &amp; Team                      Event Plans</p>	<p>Ch 1 Overview of Events                      Ch 4 Event Tourism</p>

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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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**

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### **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(u-BDC qa96 Tf6A )]TJET S0 612 792 reW\* nBT/F1 9.96 Tf1 0 0 1 36 626.38 Tm0 (s)-8