

Business Administration

Course Number: **BUAD 334**

Course Title: **EVENTS**

Professor

| Name | Phone | Office | Email |
|----------------------|-------|---------------|----------------------------------------------------------------------|
| Blair Baldwin | | Kelowna: E220 | bbaldwin@okanagan.bc.ca |

Notes**Team Project – Event Plan Creation and Presentation (60 marks)**

There will be three written project submissions and one oral client presentation for this project. The topics covered and marks awarded for each submission will include:

Part A: 15 marks

Project Concept and Rationale; Event Name; Event Overview & Goals; Beachhead Market; Personas; Event Mind's Eye; Environmental Analysis (including external and internal analysis); Initial Revenue and Cost Categories.

Part B: 15 marks

Positioning Statement, Integrated Marketing Communications & Sales plan, Sponsorship plan, & Pricing plan.

Part C: 15 marks

Risk Management, Operations, Staging & Logistics plan, Event Evaluation and Final Budget.

Part D: 15 marks

Each team will present the completed event marketing plan orally jointly to a client and professor. Revisions will be made based on the feedback received on Parts A, B and C.

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Class Participation Structure qu9 (n)0z q 66ninPq 64.498.96 66eQ q wnw 1 719498.9-1.19

Hour #1: Starting in week #3, each team will be assigned to present an in-class #0,

Date

Weekly Learning

SKILLS ACROSS THE BUSINESS CURRICULUM

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

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