



MKT 31513: Event Marketing

Level: 3000

Number of Credits : 03

Course Description

Events have become an effective marketing tool and one of the fastest growing services in the contemporary business context. This course focuses on identifying the role of events in the marketing aspect and evaluates how events are marketed in the different contexts, micro, meso, and macro, and appraise the strategies used in marketing the events.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Identify the role of events as a strategic marketing tool
- Understand the concepts, principles and strategies in event marketing
- Develop strategies in event marketing
- Design an effective event proposal and campaign

Teaching/Learning Methods

Lectures, Tutorials, Presentations, Case Studies, Group Discussions, and Workshops

Methods of Assessment

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| In-course Assessments | : 30% |
| End Semester Examination | : 70% |

Course Contents

1. Introduction to Event Marketing
2. Theories and Models in Event Marketing
3. Cause-related Event Marketing
4. Sponsorship Event Marketing
5. Entertainment Event Marketing
6. Festival Event Marketing
7. Association, Convention, and Exhibition Event Marketing
8. Corporate Event Marketing
9. Social Event Marketing
10. E-Event Marketing
11. The Event Life Cycle
12. Event Planning and Strategies
13. Events and Risk Management
14. Events and Media Technologies
15. Managing Human Resources in Event Marketing

Recommended Readings

1. Preston, C.A. (2012). *Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions*. John Wiley & Sons, New Jersey.
2. Beech, J., Kaiser, S., & Kaspar, R. (2014). *The Business of Events Management*. Prentice Hall.