

Queensland in July

Event Marketing

Course details

Course Title

Event Marketing

Course Coordinator

Dr Monica Chien

Course Contact Hours:

36 academic contact hours

Course Description

This course provides insights into the principles of event marketing and their application in real world settings. It explores the development of event marketing objectives, strategies, plans and related research.

Course introduction

Special events and festivals such as sport, arts, and cultural celebrations have long been used by cities and regions to provide residents with entertainment and leisure opportunities,

and to attract domestic and international visitation to the destination. The study of events and festival marketing has emerged as a distinctive academic focus in response to the worldwide growth of events as service experiences.

Long term and short term strategies for events are essential in the dynamic and competitive environment that now characterises the events sector. A high level of growth in business and sports events and more activity in arts and entertainment points to the need for enhanced marketing and management skills.

Events represent a unique form of service product development to satisfy diverse stakeholders including consumers (residents and/or tourists), government, community and cultural groups, media and business sponsors or financiers.

Course aims

This course aims to develop students' abilities to appreciate and apply the principles of marketing and related management practices to real world event cases and problems.

Learning Objectives

After successfully completing this course students should be able to:

- Understand the terminology, definitions and models applied to the study of event marketing;
- Identify the landscape in which events exist and operate within the broader entertainment and tourism contexts;
- Demonstrate an ability to analyse event markets, market demand and event experiences from the visitor/resident perspectives in a documented event marketing strategy;
- Conceptualise the planning and development of an event concept and product, sponsorship, physical setting design and venue(s) selection, and integrated marketing communication strategies;
- Plan and develop appropriate strategies and tactics for an identified event in a written marketing plan to achieve the marketing goals of the event organisation and/or city or region represented by the event staging body.

Assessment task	Due date	Weighting
Online quiz	Week 2	50%
Sponsorship planning and strategy – Part A Sponsorship proposal presentation “the Pitch” (pair work)	Week 3	30%
Sponsorship planning and strategy – Part B Sponsorship proposal document (pair work)	Week 3	20%

Tentative course schedule: 1 July - 21 July 2019

Week one

	Monday 01/07/2019	Tuesday 02/07/2019	Wednesday 03/07/2019	Thursday 04/07/2019	Friday 05/07/2019	Saturday 06/07/2019	Sunday 07/07/2019
Morning 9am - 10am	Group Welcome Session						
Morning 10am - 12pm	Session 1: Introduction to Event Marketing and outline of assessment	Session 3: Developing An Event Marketing Plan	Session 5: Event concept creation and the unique aspects of event marketing	Free day to work on assignments	Free day to work on assignments		
			Lunch				
Afternoon 1pm - 3pm	Session 2: Event, Tourism, and Portfolio Planning	Session 4: Workshop	Session 6: Workshop				
5pm	Dinner						

Week two

	Monday 08/07/2019	Tuesday 09/07/2019	Wednesday 10/07/2019	Thursday 11/07/2019	Friday 12/07/2019	Saturday 13/07/2019	Sunday 14/07/2019
Morning 10am - 12pm	Session 1: Event Pricing and Ticketing	Session 3: Sponsorship and Fundraising for Events - Part 1	Session 5: Event Venue Selection and Physical Setting	Free day to work on assignments	Free day to work on assignments		
			Lunch				
Afternoon 1pm - 3pm	Session 2: Workshop	Session 4: Sponsorship and Fundraising for Events - Part 2	Session 6: Workshop				

Week three

	Monday 15/07/2019	Tuesday 16/07/2019	Wednesday 17/07/2019	Thursday 18/07/2019	Friday 19/07/2019	Saturday 20/07/2019	Sunday 21/07/2019
Morning 10am - 12pm	Session 1: Integrated Marketing Communication Strategies for Events	Session 3: Event Consumer Behaviour	Session 5: Event Marketing Research		Trip to North Stradbroke Island	Trip to North Stradbroke Island	Program Ends
			Lunch				
Afternoon 1pm - 3pm	Session 2: Workshop	Session 4: Sponsorship Pitch Presentation	Session 6: Course Wrap up	Video interviews followed by Certificate and Farewell Ceremony			
Afternoon 3pm - 5pm				Wildlife Presentation			

Off-site visits will be confirmed for this course (including field trips, site visits, optional activities or free time) closer to the commencement date.