

**COURSE CODE:** BUAD 334

**COURSE TITLE:** Event Planning

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### **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.

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

**Co-requisite(s):** None

**Prerequisite For:** None

**Substitutable Courses:** None

**Graduation Requirement:** BBA, Marketing Specialty - Elective

BBA, Management Specialty - Elective

**Transfer Credit:** None

**Special Notes:** Students with credit for BUAD 338 will require permission of the department before taking this course. Students with credit for BUAD 334 Sports and Events Marketing are not permitted to take this course for credit.

**Credits:** 3

**Hours per Week:** 3

**Originally Developed:** April 2007

**EDCO Approval:** April 2016

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**CHAIR'S APPROVAL:** 

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## Learning Outcomes

- Outcome Upon completion of this course students will be able to:
- 1 **Evaluate** the career opportunities in the field of event planning.
  - 2 **Explain** the increasing importance of event management including planning, marketing, sales, and execution in the private, public, and not-for-profit sectors.
  - 3 **Describe** the unique features of events as they pertain to planning, marketing, sales, and execution.
  - 4 **Develop** a creative event concept.
  - 5 **Create** a comprehensive event business plan in collaboration with a client from the local community.
  - 6 **Assess** the challenges and opportunities facing event managers and marketers now and in the future.

## Course Objectives

- Objectives This course will cover the following content:
- 1 Examining the relevance of events planning to the world of business including private, public and not-for-profit sectors.
  - 2 Identifying unique features of events as they pertain to the marketing process.
  - 3 Learning how to design events.
  - 4 Investigating the role of competitive positioning, targeting and consumer segmentation
  - 5 Learning the components of an event business plan.
  - 6 Developing event financial forecast for revenues and expenses.
  - 7 Formulating an event business plan with a client from the local community and integrating all of the components of an events business plan.

## Professors

Name	Phone Number	Office	Email
Mark Ziebarth (Course Captain)	ext.4994	B127	<a href="mailto:mziebarth@okanagan.bc.ca">mziebarth@okanagan.bc.ca</a>

## Evaluation Procedure

Event Business Plan	45 %
Event Business Plan Client Presentation	15 %
Midterm Exam Assessment*	10 %
In Class Seminar	10 %
Final Exam Assessment *	20 %
<b>Total</b>	<b>100 %</b>

*\*Students must earn half of all available exam marks to achieve a passing grade in the course.*

### What is the acceptable and approved use of Artificial Intelligence (AI) in this course?

#### Generative AI tools are permitted with specific restrictions

- Students are permitted to use AI tools for formative work such as gathering information or brainstorming but may not use them for any assessed work or final submission. Whenever generative AI tools are used, they must be appropriately cited. (See [How to cite ChatGPT \(apa.org\)](#))
- Students can use AI tools to assist in proofreading, grammar checking, and language refinement for written assignments where the student has composed the first draft. Students should keep in mind that AI revisions are only suggestions and that they are ultimately responsible for the quality of their submissions. Students may be asked by their instructor how they interacted with AI tools and be prepared to explain and justify their process.

#### 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.

#### Notes:

1. Team Assignments: Three assignments are built into the course that relate directly to the event business plan. These include the Team Charter, Project Charter and Peer Evaluations.
2. Team & Individual Grades: The final grade for the team project will be based on the final grades awarded for each of Part A, B and C and individual student marks for each of Part A, B and C will be based on peer evaluations completed.
3. The oral presentation of the Event Business plan will be evaluated 50% based on a team effort and 50% on the individual's contribution.

**In Class Seminar (10 marks)**

Each team will work together to develop an “in class” seminar/event. Students must create an engaging experience, elaborating on the previous lesson by the professor. This requires the team to conduct secondary research on a topic taught the prior week that will demonstrate how the knowledge taught is applied in the field of events planning. While each team will present together, team members will be individually assessed.

**Midterm Exam (10 marks)**

Students will be evaluated individually with a written exam at the halfway point in the course to determine their comprehension of the material covered at that point in the course. Students must have greater than 50% average between the midterm and final to pass the course.

**Final Exam (20 marks)**

Students will be evaluated individually with a written exam during the final exam period which will be based on all learning topics presented during the course.

**Team Project Structure**

Cohort teams of students will be formed in 1st week of class. These teams will work together for the duration of the course for the team assignments and the development of the course deliverables. Any student that violates their respective Team Charter may be terminated from the team at the discretion of the professor. This will increase the available individual marks for the rest of the team. In such case, the student shall meet with the professor to determine the consequences of being terminated.

**Attendance and Participation**

Given the intensive nature of the course and the heavy group work. Attendance and engagement are key to being able to contribute to group work. Students who miss more than 2 classes will not be able to pass the course.

**Required Materials**

A comprehensive events management textbook is recommended but not required for this course. The text is Events Management by Bowdin, Allen, O’Toole, Harris and McDonnell 4th Ed. There are also proprietary PowerPoint slides developed for this course by the professor.

**Notes****Class Participation Structure**

**Hour #1:** Starting in week #3, each team will be assigned to present an in-class seminar to discuss the key concepts taught the prior week and demonstrate an application of the key learning from the prior week as applied to the event plans being developed for their client. The schedule will be determined on a random draw basis. Each team will prepare an entertaining in class presentation involving games, tests, quizzes, or other interactive means. Presentations will be limited to 60 minutes.

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

**Hour #3:** The last hour will be used for a discussion of the team’s projects and an identification of common issues. Flash reports will be reviewed with each team. Project updates will be given by teams to the professor.

## Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2024 Week of:		Wednesday, September 4th, First day of class Monday, September 30th, Statutory Holiday (no classes) Monday, October 14th, Statutory Holiday (no classes) Monday, November 11th, Statutory Holiday (no classes)	Chapter(s):
<b>Sept</b>	10	Overview & Components of Events; Events as Service Form Teams; Discussion of Seminars & Event Plans	Week 1 PowerPoint
	17	Creating an Event & Idea Generation Project Management & Flash Reports <i>Team Assignment #1 due; Start Team Assignment #2</i>	* Week 2 PowerPoint
	24	<i>Team Seminar #1 – Event Creation &amp; Idea Generation</i> Events Minds Eye Modelling & Event Scripting Customer Profiling, Persona Model, Positioning of Event <i>Team Assignment #2 Project Charter</i>	** Week 3 PowerPoint
<b>Oct</b>	1	<i>Team Seminar #2 – Minds Eye Modelling/Customer Profiling</i> External Analysis – Pestel analysis, Competitive Gap Analysis, Key Success Factors, and Driving Forces of Change	Week 4 PowerPoint
	8	<i>Team Seminar #3 – Implications of External Analysis</i> Internal Analysis- SWOT model and TOWS modelling	Week 5 PowerPoint
	15	<i>Team Seminar #4 – Conducting a TOWS Analysis</i> Integrated Marketing Communications & Sales (IMCS) <i>Event Business Plan Project Part A Due</i>	*** Week 6 PowerPoint
	22	<i>Midterm Exam</i>	
	29	<i>Team Seminar #5 – IMCS Strategy and Content</i> Sponsorship of Events	Week 8 PowerPoint
<b>Nov</b>	5	<i>Team Seminar #6 – Sponsorship</i> Legal & Business Risk Management <i>Event Business Plan Project Part B Due</i>	**** Week 9 PowerPoint
	12	<i>Team Seminar #7 – Legal &amp; Business Risk Management</i> Staging & Logistics	Week 10 PowerPoint
	19	<i>Team Seminar #8 – Staging &amp; Logistics</i> Financial Management	Week 11 PowerPoint
	26	<b>Event Plan Client Presentations</b> <i>Event Business Plan Project Part C Due</i>	*****
<b>Dec</b>	3	<b>Event Plan Client Presentations</b> <i>Final Event Business Plans Due Fri, Dec 6</i>	*****
	10-20	<b>Final Exam Period</b>	

## 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 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.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.