

Business Administration

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| Course Number: | BUAD 334 |
| Course Title: | SPORTS AND EVENT MARKETING |
| Credits: | 3 |
| Calendar Description: | This course includes an intensive examination of the marketing plan as it pertains to marketing of sports and events. It explores the characteristics of consumer behaviour in terms of spectators and participants. The contribution and importance of sponsorship exchanges to the traditional marketing mix is the focus of the course. |
| Semester and Year: | Winter 2015 |
| Prerequisite(s): | BUAD 116 and third-year standing |
| Corequisite(s): | No |
| Prerequisite to: | No |
| Final Exam: | Yes |
| Hours per week: | 3 |
| Graduation Requirement: | BBA, Marketing Specialty - Elective |
| Substitutable Courses: | No |

Professors

| Name | Phone | Office | Email |
|---------------|----------------|---------------|--|
| Blair Baldwin | 762-5445 #4315 | Kelowna: E220 | pincon@shaw.ca |

Learning Outcomes

Upon completion of this course students will be able to:

- x Evaluate the career opportunities in the field of event management and marketing.
- x Explain the increasing importance of event management including planning, marketing, sales, and execution in the private, public and not for profit sectors
- x Describe the unique features of events as they pertain to planning, marketing, sales, and execution.
- x Develop a creative event concept.
- x Create a comprehensive event business plan in collaboration with a client from the local community.
- x Assess the challenges and opportunities facing event managers and marketers now and in the future.

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 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 45min in duration, and including discussions and your chosen engagement methods, the seminars should last about one hour.

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

Hour #3: We shall also use this last hour for team projects to be discussed. This will include project updates from all teams; discussion of common problems and consultation between the professor and each team. It may also allow teams to work on their projects "in class".

During the seminars, and discussions, students will be asked to interact with the professor and other students

Required Texts/Resources

A comprehensive events management textbook has been chosen for this course.

The text is **Events Management by Bowdin, Allen, O'Toole, Harris and McDonnell 3rd Ed.**

As well, your text from BUAD 116 or a similar entry level Intro to marketing course will serve as good reference tool.

Course Schedule

| Date | Topic | Textbook |
|----------|--|----------|
| Week of: | Mon. Jan 5 Classes begin Family Day Feb 9 & Feb 10 to 13 Reading Break – no classes Good Fri. Apr 3 & Easter Mon. Apr 6 – no classes Tues. Apr 14 Last day of regularly scheduled classes | |
| Jan 5 | What is Event MG of 2.8.3(g)10.t(c)JTJ(s)-2(ng?ET | |

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
