

COURSE CODE	COURSE NAME		
<b>BAC.EAINA.OTCOM.3800</b>	<b>Publicity, Promotion and Sponsorship</b>		
Credits	EAI Credits <b>3</b> / ECTS Credits <b>6</b>		
Student Workload	Contact Hours	Personal and/or Team Work	Evaluation
	39	78	6
Teaching Language	English		
Prerequisite	Upper Division Specialization Class--BAC.EAINA.FIBUS.2201		
Teaching Period	<b>FALL 2020</b> Class meets: Monday 4:45-8:00pm		
Department	Other		
Course Leader	Virginie Langlet; virginie.langlet@skema.edu		
Instructor(s)	Lanie Goodman, PhD		
Evaluator(s)	Lanie Goodman, PhD		
Course Description	<p>This course examines the changing world of events that happen around us in various venues and for various occasions. This course explores publicity to gain attention and attendees, promotion to engage both clients and consumers and sponsorship to offset costs. Students learn the skills necessary to market and promote events, including pitching potential event sponsors, creating supporting sponsorship documents and media kits, integrating a measurement of success and exploring how to write for and get press and media coverage for an event.</p>		
Learning Outcomes	<p><b>Knowledge and Understanding (subject specific)</b>  <i>The student is expected to</i>            Use critical thinking and creative marketing solutions for relevant event promotions.            Use appropriate strategies to determine target audiences.</p> <p><b>Cognitive / Intellectual Skills (generic)</b>  <i>The student is expected to :</i>            Apply strategic marketing concepts and critical thinking to events            Produce promotional writing for mailings, websites and publicity</p> <p><b>Key Transferable Skills (generic)</b>  <i>The student is expected to :</i>            Critically analyze case studies and give an informed opinion            Work cohesively and creatively in diverse groups            Produce writing in a coherent and concise manner for various audiences</p> <p><b>Practical Skills (subject specific)</b>  <i>The student is expected to :</i>            Design an effective event sponsorship proposal and social media campaign            Conduct an interview with professionals in the event management domain</p>		
Course registered in the process Assurance of Learning AACSB	NO		
Student Assessment	<b>Written Examination</b>		<b>Coefficient %</b>
	Midterm		20%
	Quiz		10%
	Final Presentation (group & individual grade) and Written Report		40%
	<b>Continuous Assessment</b>		
Event Sponsorship proposal & social media campaign (individual)		15%	
Professional project with event company (written report- interview & research)		15%	
Teaching Methods	Lectures Case Studies Workshops Other (explain):		
References / Books	<b>Required for the course</b> Preston (2012) Event Marketing: How to Successfully Promote Events, Festivals, Conventions & Expositions. Chichester: Wiley	<b>Recommended references</b>	
Web Sites			

	<b>Date</b>	<b>Topics</b>
FACE TO FACE	Session 1 21/09/2020	Introduction: Events and changing trends
FACE TO FACE	Session 2 28/09/2020	Evolution in the field of Event Promotion: a history and case studies
FACE TO FACE	Session 3 05/10/2020	Theory and Practice: the need for Strategy & Public Relations
Online Sychrone 8-10am	Session 4 05/10/2020	Strategy Workshop and PR Skills
FACE TO FACE	Session 5 12/10/2020	Sponsorship and Cause-Related Events Marketing <b>1st graded assignment due</b>
FACE TO FACE	Session 6 19/10/2020	E-event Marketing and Private Events: Wrting Promotional Materials
FACE TO FACE	Session 7 26/10/2020	Entertainment and Festival Event Marketing <b>Midterm (out-of-class TBA)</b>
Online Sychrone 8-10am	Session 8 02/11/2020	Applying Promotional & Public Relation skills; case studies
FACE TO FACE	Session 9 02/11/2020	Cororate Event Marketing and Promotion <b>2nd Graded Assignment due</b>
FACE TO FACE	Session 10 09/11/2020	Association, Exhibit and Convention Marketing, Case Studies, Virtual Events
FACE TO FACE	Session 11 16/11/2020	Social Event Marketing <b>Quiz on coursework</b>
Online Asychrone 8-10am	Session 12 23/11/2020	How to write a report
FACE TO FACE	Session 13 23/11/2020	Organizing a virtual event & simulation online
FACE TO FACE	Session 14 30/11/2020	Communication Techniques, Powerpoint Skills, Rehearsals for Final Presentations