

Course Code: MARKEVE

Course Title: Events Marketing

Course Description:

This subject is designed as an introductory course to event marketing. The students will learn the rudiments of planning and executing events within the marketing setting, the basic concepts in event marketing, its various applications and its important role in the fulfillment of the marketing communications function. Students will be given a chance to learn via lectures, guest speakers, library research, actual participation in marketing events, planning and designing their own event projects for a specified target institution or corporate sponsor.

Department: Marketing and Advertising

Required text and materials

Lifestyle and Event Marketing: Building The New Customer Partnership By: Alfred L. Schreiber with Barry Lenson, 1994 McGraw-Hill, Inc.

1,001 Ideas To Create Retail Excitement By: Edgar A. Falk, 1994 Prentice Hall

The Dartnell Sales Promotion Handbook (8th Edition) Edited by: Tamara Brezen Block and William a. Robinson

Other References

Be our Guest: Perfecting the Art of Customer Service with Theodore Kinni

Comic-Con and the Business of Pop Culture: What the wor'ds Wildest Trade show Can Tell Us About the Future of Entertainment

Fyre: The Greatest Party That Never Happened Netflix

Making Fun — The Story of Funko