SUBJECT DETAILS

SUBJECT CODE      EVE603
SUBJECT NAME      Marketing and Communication for Events
STUDY LEVEL       Year 2
LOCATION          Melbourne
CREDIT POINTS     6
PREREQUISITES     Nil

SUBJECT DESCRIPTION

The public perception of an event is often formed well before the event actually occurs. User generated content, media, event sponsors and official communications all play a role in defining the event in the eyes of both the consumer and the broader community. This subject builds on the concepts developed in Introduction to Marketing to look at the specific communication strategies used by event managers to generate positive perceptions of their event. Students will also examine strategies associated with engaging sponsors, developing sponsorship policies and agreements, achieving sponsorship fit, dealing with implementation issues including ambush marketing, and leveraging sponsorships.

SUBJECT ASSESSMENT

<table>
<thead>
<tr>
<th>TYPE</th>
<th>COMMENTS</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Study Analysis</td>
<td>Case study analysis focusing on various communication channels (600 words)</td>
<td>15%</td>
</tr>
<tr>
<td>Report</td>
<td>Key objectives for a marketing communications plan based on a specific event with recommendations for appropriate communication channels to meet objectives (1000 words)</td>
<td>25%</td>
</tr>
<tr>
<td>Integrated Marketing Communications Plan</td>
<td>Integrated marketing communications plan – groups of 2 (3400 words)</td>
<td>60%</td>
</tr>
</tbody>
</table>

SUBJECT COORDINATOR

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