



Course Specifications

Course Title:	Events Marketing
Course Code:	MKT1324
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Dar AlUloom University

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A. Course Identification

1. Credit hours: 3 Hours
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: Level 6 /Third year
4. Pre-requisites for this course (if any): MKT1312
5. Co-requisites for this course (if any):

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

This course reviews the concepts and tools required in designing and implementing a successful event marketing strategy. The focus of the course is on applying contemporary principles of strategic marketing in promoting and marketing events, such as festivals, sporting events, community and cultural events and arts productions.

2. Course Main Objective

The objective of the course is to:

- To give students an understanding of the long-term issues in event management and marketing.
- To successfully acquire conceptual and analytical skills in strategic planning of events
- To examine issues with marketing and managing a range of events and activities.
- To identify the most suited practice in the development and delivery of successful conferences and corporate gatherings.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Possess knowledge and understanding of an economic, social, cultural and environmental impacts, associated with different types of events, and the implications on sustainable development	K.1
1.2	Demonstrate advanced knowledge and understanding of processes, materials, techniques, and terminology in the field of event marketing .	K.2
2	Skills:	
2.1	Apply different business environment factors that affects the development of the events.	S.1
2.2	Evaluate different theories, techniques, and strategies for events planning, and execution.	S.2
2.3	Communicate effectively in pursuit of innovative and practical solutions related to the event marketing.	S.3
3	Values:	
3.1	Exhibit entrepreneurial skills by developing and committing to personal, professional, and academic ethics and participate in teams to set an event plan	V.1
3.2	Self evaluate own level of learning and performance in gathering, interpreting and communicating information and ideas related to events	V.2
3.3	Demonstrate team management skills to develop and implement constructive solutions to organization and event related issues.	V.3

C. Course Content

No	List of Topics	Contact Hours
1	What Are Special Events , The impact of special events	3
2	Conceptualizing the event	3
3	Economic analysis of events	6
4	Event Strategy: the planning function	6
5	Human resource management and events	3
6	The marketing of events ; Strategic Marketing of events	6
7	Event Administration; Sponsorship of events	6
8	Legal and risk management	6
9	Information Technology and Events	3
10	Events coordination Logistics	3
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Possess knowledge and understanding of an economic, social, cultural and environmental impacts, associated with different types of events, and the implications on sustainable development	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) • Interactive learning 	Written test <ul style="list-style-type: none"> • True/False • MCQs • Essay questions
1.2	Demonstrate advanced knowledge and understanding of processes, materials, techniques, and terminology in the field of event marketing .		
2.0	Skills		
2.1	Apply different business environment factors that affects the development of the events.	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) • Interactive learning 	<ul style="list-style-type: none"> • Essay • Assignment • Case study
2.2	Evaluate different theories, techniques, and strategies for events planning, and execution.		
2.3	Communicate effectively in pursuit of innovative and practical solutions related to the event marketing.		
3.0	Values		
3.1	Exhibit entrepreneurial skills by developing and committing to personal, professional, and academic ethics and participate in teams to set an event plan	<ul style="list-style-type: none"> • Students group Independent study (Group project) • Direct (Individual assignment) 	<ul style="list-style-type: none"> • Course project (Rubric)
3.2	Self evaluate own level of learning and performance in gathering, interpreting and communicating information and ideas related to events		
3.3	Demonstrate team management skills to develop and implement constructive solutions to organization and event related issues.		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%

#	Assessment task*	Week Due	Percentage of Total Assessment Score
2	Homework/Assessments/Projects		20%
3	Mid term		30%
4	Final Exam		40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Allen, J. et al. (2008). <i>Festival and Special Event Management</i> . Australia: John Wiley & Sons
Essential References Materials	Journals and Reports distributed on the bases of lectures delivered to the students.
Electronic Materials	YouTube videos and online cases and websites
Other Learning Materials	computer-based programs/CD, professional standards or regulations and software.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart boards, Cengage Learning System
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	Students	Indirect
Effectiveness of teaching and assessment.	Peer reviewer	Indirect

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course learning outcomes assessment.	Faculty members	Direct
Quality of learning resources	Students	Indirect

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	MKT Department Council
Reference No.	Council meeting No.1
Date	27/9/2022

