

Faculty of Higher Education

Subject Code	EVE603
Subject Name	Marketing and Communications for Events
Credit points	6
Study Level	Year 2
Delivery mode	On campus
Location	Melbourne
Prerequisites	MAN601 Introduction to Marketing

Subject Coordinator
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Subject Overview	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.
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Learning Outcomes	Determine key objectives for an event focused marketing communications plan.
	Evaluate communication channels including the opportunities provided by ICT, media and sponsors.
	Integrate consumer behavior models into the design of a marketing communications plan.
	Collaborate with peers in the development of integrated marketing communications plan

Assessments	Details	Weighting
	Case study analysis	15%
	Report	25%
	Integrated marketing communications plan (groups of two)	60%

Graduate Attributes addressed in this subject	Preparedness
	Systematic and coherent body of knowledge
	Cognitive skills to analyse and critique, synthesise and consolidate knowledge
	Interpersonal skills
	Communication skills