

Liverpool John Moores University

Title: SERVICES EVENT MARKETING
Status: Definitive
Code: **6501CP** (103585)
Version Start Date: 01-08-2013

Owning School/Faculty: Arts, Professional and Social Studies
Teaching School/Faculty: Dublin Business School

Team	Leader
Alistair Beere	Y

Academic Level: FHEQ6
Credit Value: 24.00
Total Delivered Hours: 77.00
Total Learning Hours: 240
Private Study: 163

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	50.000
Practical	25.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Group report	40.0	
Exam	AS3	Examination	50.0	2.00
Presentation	AS2	Group Presentation	10.0	

Aims

To equip the learner with contemporary marketing knowledge that pertains to specific event scenarios.

To support the learner in developing a robust interpretation of the Irish, European and International events arenas and the role of marketing in each.

To enhance the learners ability to solve problems in real events and marketing scenarios.

To facilitate the learner with the skills to analyse and apply learning's from a host of event marketing campaigns

To explain to learners the importance of events as a service component and experiential product.

Learning Outcomes

After completing the module the student should be able to:

- 1 Compare and contrast conventional marketing and contemporary event marketing, using this knowledge to influence key decision making.
- 2 Demonstrate a comprehensive understanding of the role that event marketing assumes in both domestic and international settings.
- 3 Critique event marketing concepts and frameworks in order to formulate solutions in the events industry.
- 4 Evaluate the effectiveness of event marketing campaigns.
- 5 Critically evaluate the event service experience across relevant event marketing sectors.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

GROUP REPORT	2	4	5	
EXAM	1	3	4	5
GROUP PRESENTATION	4			

Outline Syllabus

1. Evolution of Event Marketing.

Applying the historical development of event marketing to current and future event marketing opportunities. Contextualise events within the consumer socialisation of the 21st century. Analyse trends in events. Develop the field of event marketing through an understanding of past successes.

2. Theory and Practice of Event Marketing.

Define and apply event marketing interventions and strategies to maximise return on investment. Apply and integrate general marketing concepts within the context of event marketing principles. Evaluate and effectively execute research, targeting and positioning in event marketing strategy.

3. Consumer Decision Making Process in Services

Marketing Applying the CDMP to a service organisation. Managing customer's expectations and perceptions. Zone of tolerance management. Adequate and desired level of service management.

4. The Event Environment.

The purpose of event environment. Understanding consumer responses to the event environment. Dimensions of the event environment.

5. E-Event Marketing

Effectively utilise e-marketing for events and contextualise e-marketing within the event marketing mix. Analyse e-event marketing targeting to maximise e-marketing for events. Develop an integrated, comprehensive, strategic e-marketing strategy.

6. Pricing Strategies for Events.

Tripod pricing model. Ethical concerns in event pricing. Putting event pricing into practice.

7. Designing and Managing Event Processes

Flowcharting Customer Service Processes Blueprinting Services to Create Valued Experiences and Productive Operations Service Process Redesign The Customer as Co-Producer Self-Service Technologies

8. Social Event Marketing.

Understand and utilise the conceptual overlap in the production and consumption of social events through effective event marketing techniques. Comprehend the expanding scope of social event marketing in all areas of society. The emerging role of professional intervention that is required and the growth of self-generated events. Developing new methods for event marketing within this sector to incorporate e-marketing as well as WOM to promote attendance.

9. Sponsorship and Cause-Related Event Marketing.

The strategic nature of commercial sponsorship within event marketing and its overall income-generation strategy for the event. Commercial sponsorship within the event marketing mix and understand the role it plays. Effective practices for managing sponsorship to promote retention.

10. Entertainment, Festival, and Corporate Event Marketing.

The changing role of live entertainment, corporate events and festivals within the changing consumer culture. Design, selection, coordination and evaluation of the event marketing promotional mix for event marketing for entertainment, corporate events and festivals. Developing new techniques for using e-marketing to effectively reach this sector. Integrating cause related marketing within corporate image building.

11. Complaint Handling and Service Recovery for Events.

Customer complaining behaviour. Customer responses to effective service recovery. Principles of effective service recovery systems. Discouraging abusive and opportunistic customer behaviour

12. Future Forces and Trends in Event Marketing.

Patterns of event marketing development from previous eras. Identification of growth areas. The major dynamic forces in consumer culture that will most affect event marketers. Anticipating the evolution of today's changing consumer. Considering the life cycle of events and predicting future influences upon events and event marketing.

Learning Activities

Lectures and practicals.

References

Course Material	Book
Author	C.A. Preston

Publishing Year	2012
Title	Event Marketing
Subtitle	How to successfully promote events, festivals, conventions and expositions.
Edition	2nd
Publisher	Wiley
ISBN	

Course Material	Book
Author	Lovelock, Writz & Chew
Publishing Year	2012
Title	Essentials of Services Marketing
Subtitle	
Edition	2nd
Publisher	Pearson Prentice Hall
ISBN	

Course Material	Book
Author	Van der Wagen
Publishing Year	2011
Title	Events Management
Subtitle	
Edition	4th
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Allen, O'Toole, Harris, McDonnell
Publishing Year	2010
Title	Festival and Special Event
Subtitle	
Edition	5th
Publisher	Wiley
ISBN	

Notes

Services Event Marketing is designed to offer learners a focused perspective on the marketing of events across domestic and international sectors. The module combines traditional marketing options with new emerging marketing tools and techniques in order to provide a robust overview of the options available to the contemporary event marketer. This module differs from other marketing modules in that it provides specific marketing guidelines for the event industry which includes service provision, e-event marketing, marketing as entertainment, event pricing and social event marketing. Lectures are the primary method of delivery and are supported by tutorials and interactive sessions for discussion of material and self-directed learning.

