

GENERAL COURSE INFO

Course Number: HFT3512

Semester/Year: Spring 2024

Credit Hours: 3.0

Course Website: elearning.ufl.edu

COURSE INSTRUCTOR

Instructor: Michael Blachly

Virtual Office Hours: by appointment

Contact email: Canvas mail

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COURSE DESCRIPTION

The class is designed as an advanced course in event promotion. The class gives an overview of event marketing and dives deeper into the topic of event promotion. This class will help to understand how to reach the target audience of an event, raise awareness and reach the overall objectives of the marketing strategy. Therefore, this class gives an overview of strategic event marketing, event brand management and integrated marketing communication. By the end of this class, students will understand the concept of the marketing mix and be able to identify its important elements. Furthermore, students will know how to segment the market and define the target group of an event. Moreover, students will be able to develop a marketing plan, create a promotional campaign for an event and know how to evaluate its success. Hereby, the class will explore various tools to successfully promote an event – from traditional print media to emerging

innovative technologies and social media.

PREREQUISITE KNOWLEDGE AND SKILLS

Prerequisite courses: HFT 2750 Event Management.

PURPOSE OF COURSE

The purpose of this class is to provide a deeper understanding of how to market and promote events, the importance to identify a target group, choose the right marketing channels and create interesting content.

COURSE GOALS

By the end of this course, students will be able to:

1. Identify and explain the different stages of an event-marketing plan.
2. Conduct a situational analysis of an event and identify its strengths, weaknesses, challenges and opportunities.
3. Explain the 7Ps of event marketing and identify various tools for each dimension.
4. Identify various marketing tools and instruments.
5. Create a promotional event campaign.
6. Evaluate the success of an event in meeting the event's predefined goals and objectives.