



Department of Tourism, Hospitality and Event Management (THEM), University of Florida

## **HFT 3512 – Event Promotion (Online)**

Instructor:	Giulio Ronzoni	Class Meeting Days	Online
E-Mail:	<a href="mailto:Giulio.Ronzoni@ufl.edu">Giulio.Ronzoni@ufl.edu</a>	& Hours:	Online
Phone:	(407) 443-5994 (for emergency only)	Credit Hours:	3
Office Hours	By appointment (In-person, Zoom, Phone)	Class Location:	Online
Term:	Fall 2025	Class Sections:	0041 - 19030

### **Course Description**

The purpose of this course is to enable the students to become familiar with management techniques and strategies required for successful planning, promotion, implementation, and evaluation of events. This course reviews the concepts and tools used to design and implement a successful event marketing strategy. The focus of the course is on applying contemporary principles of strategic marketing to the process of event management.

### **Course Overview**

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, as well as an introduction to the production processes of the MEEC (Meetings, Events, Expositions, and Conventions) industry. 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.

### **Course Objectives & Learning Outcomes**

- Define the term event marketing
- Define a target audience for an event
- Conduct a situational analysis of an event
- Define the strengths, weaknesses, challenges, and opportunities of an event
- Analyze the competition situation of an event
- Explain the different elements of a marketing plan
- Summarize the different promotion tools
- Outline which tools can be used, before, during, and after an event
- Describe the importance of social media and the different channels
- Set up your own event promotion campaign
- Assess which promotion tools are suitable for which event
- Recognize the importance of using an integrated communication strategy

- Identify important communication groups
- Coordinate when to send which messages to which target group
- Be competent in the Meeting and Business Events Competency Standards
- Know the scope and magnitude of the MEEC industry
- Know the various knowledge, skills, and abilities that are necessary to be a successful event professional
- Know the tasks and activities involved in producing a meeting or event

### Required Text and Material

Fenich (2019). *Meetings, Expositions, Events, and Conventions. An Introduction to the Industry* (5<sup>th</sup> Ed). New York, NY: Pearson.

ISBN-13 Number: 978-0134735900 ~ ISBN-10 Number: 0134735900

### Supplementary (Optional) Textbook and Material

Preston, C. A. & Hoyle, L. H. (2002). *Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions*. Wiley. (UF All Access Book/Library).

Instructional materials for this course consist of only those materials specifically reviewed, selected, and assigned by the instructor. The instructor is only responsible for these instructional materials.

### Basis for Final Grade

Assignment	Value	Percentage
Attendance / Participation	50	10%
Self-Reflections	50	10%
Strategic Event Marketing Plan Paper	100	20%
Strategic Event Marketing Plan Presentation	50	
Quizzes (5x20 points)	100	15%
Exam 1	150	45%
Final Exam	250	
<b>Total</b>	<b>750</b>	<b>100%</b>

Letter Grade	Range	Letter Grade	Range	Letter Grade	Range
A	Above 95%	B-	80.0%-83.9%	D+	67.0%-69.9%
A-	90%-94.9%	C+	77.0%-79.9%	D	64.0%-66.9%
B+	87.0%-89.9%	C	74.0%-76.9%	D-	60.0%-63.9%
B	84.0%-86.9%	C-	70.0%-73.9%	F	< 60.0%

### **Professional Courtesy**

It is the expectation that all individuals will treat every other individual with respect and dignity, which includes but is not limited to:

- Timely attendance, unobtrusive entry or exit from a class that is in session
- No open computers, tablets, iPads, etc., unless specifically approved by the instructor
- Cell phone ringer off and cell phones put away
- Body language that demonstrates a state of conscious awareness, not sleeping
- Attention directed at the designated speaker, eyes open, and standard hygienic practices required for acceptable assimilation into a crowded room

### **Emails and Response Time**

I check emails several times a day on weekdays. I will usually check my email at least once over the weekends. You can expect a response from me within 24 hours during the week and 24-48 hours on weekends. Please keep in mind that all assignments and quizzes are due on Sundays, unless noted otherwise (check the schedule below). Please email any questions before any due dates, thus allowing me enough time to respond, and giving you time to complete the assignments. When emailing me, please add in the subject line which course you are in.

### **Late Work and Turnaround Time for Grading**

There are no make-ups for any assignments, including, but not necessarily limited to writing, quizzes, any and all exams, assignments, and quizzes. Essays will not be accepted if submitted after the due date.

My turnaround time for grading assignments is 7 days at the latest. However, I will try my best to grade all assignments as quickly as possible.

### **Make-Up Policy**

Make-up exams or projects are only allowed with a medical certificate (illness or injury), or a letter from a university office (i.e., representing the university at a sporting event, conference, or similar event). Please contact the Professor to arrange a time. Note: the exam could be slightly modified in the event of a make-up.

### **Academic Integrity & University Policy on Academic Conduct**

The integrity of a university depends upon academic honesty, which consists of independent learning and research. Academic dishonesty includes cheating and plagiarism. The minimum penalty is an F for the course.

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>. UF students are bound by The Honor Pledge, which states, *"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code."* On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: *"On my honor, I have neither given nor received unauthorized aid in doing this assignment."*

### **Plagiarism & Artificial Intelligence Sources**

The Student Honor Code and Student Conduct Code Links to an external site. states that:

*"A Student must not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:*

- *Stealing, misquoting, insufficiently paraphrasing, or patch-writing.*
- *Self-plagiarism, which is the reuse of the student's own submitted work, or the simultaneous submission of the Student's own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted.*
- *Submitting materials from any source without proper attribution.*
- *Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the student did not author."*

All work submitted in this course must be your own. Contributions from anyone or anything else—including Artificial Intelligence (AI) sources, must be properly quoted and cited every time they are used. Failure to do so constitutes an academic integrity violation.

Your quizzes and exams might be proctored by Honorlock.

### **Attendance Policy**

Excused absences will only be allowed for certain reasons:

- a) Medical reasons (with a medical note—only state the dates of excuse and not the cause for privacy reasons)
- b) Mental health reason (with medical note only stating the dates of excuse and not the cause for privacy reasons)
- c) Representing the university at an outside event (i.e., athletes with an appropriate excuse)
- d) Student Organization outside event (such as a conference in another city – with advisor note)
- e) Court-mandated appearance (with appropriate documentation)
- f) Death of a close relative (i.e., father, mother, siblings, aunt, uncle, grandparents – with documentation)
- g) Religious holiday (students may choose only one religious affiliation)
- h) Others at the Professor's discretion

Excuses will **not** be allowed for the following:

- a) Car troubles and repairs
- b) Work, Training
- c) Internship
- d) Leisure travel
- e) Family reunion
- f) Anything not included in items a-e in the excused absence section will not be excused

Absences	Penalty
4 or less	Proportional point deduction from the attendance grade
5-6	Deduction from attendance grade + 1 letter grade deduction from the total class grade (i.e., if you had an 'A' you will get a 'B')

<b>7-10</b>	Deduction from attendance grade + 2 letter grade deduction from the total class grade (i.e., if you had an 'A', you will get a 'C')
<b>10 or more</b>	Failure of the entire class (F)

### **Professionalism Policy**

Per university policy and classroom etiquette, mobile phones, iPods, etc., must be silenced during all classroom and lab lectures. Those not heeding this rule will be asked to leave the classroom/lab immediately so as not to disrupt the learning environment. Please arrive on time for all class meetings. Students who habitually disturb the class by talking, arriving late, etc., and have been warned, may suffer a reduction in their final class grade.

### **Recording**

No person shall, without the prior written consent of all persons present, transfer or cause to be transferred any sounds or images recorded on a phonograph record, disc, wire, tape, film, videocassette, digital media, or other article or medium now known or later developed on which sounds or images are recorded. Violations of this policy shall result in a failing grade for this course; further, civil and criminal penalties may result.

### **Course Evaluations**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online. Students can complete evaluations in three ways: (1) the email they receive from GatorEvals, (2) their Canvas course menu under GatorEvals, or (3) the central portal at <https://my-ufl.bluer.com>. Guidance on how to provide constructive feedback is available at <https://gatorevals.ua.ufl.edu/students/>. Students will be notified when the evaluation period opens. Summaries of course evaluation results are available to students at <https://gatorevals.ua.ufl.edu/public-results/>.

### **Notice of Copyright for Course Syllabus and Lectures**

During this course, students are prohibited from selling notes to, or being paid for taking notes by, any person or firm without the express written permission of the instructor. The University requires all members of the University community to familiarize themselves with and follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability as well as disciplinary action under University policies.

### **Academic Policies and Resources**

For easy access to the latest relevant academic policies and resources, please visit this link: <https://go.ufl.edu/syllabuspolicies>.

### **Online Course Evaluation**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when

they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

**Flexibility and Responsibility**

Any portion of this syllabus may be changed at the instructor's discretion. It is the student's responsibility to become aware of changes to the syllabus by reading the instructor's electronic communications.