

HFT 3512 – Event Promotion

Course Information

Credits: 3

Meeting location: FLG 260

Meeting times: Tuesday 8:30 – 10:25 a.m. / Thursday 9:35 – 10:25 a.m.

Instructor Information

Elena Hwirim Jo

Office: FLG 166

Email: hw.jo@ufl.edu (preferred)

Office hours: T, R (10:35 – 14:00) (by appointment)

Department Chair

Rachel Fu, Ph.D., CHE Room FLG 240D

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Course Description

This course is designed to equip students with the knowledge and skills necessary for successful planning, promotion, implementation, and evaluation of events. It emphasizes management techniques and strategies that are essential for event promotion, with particular focus on the application of contemporary principles of strategic planning and marketing in the context of event management. As an advanced course, it offers a comprehensive overview of event marketing while providing a deeper exploration of event promotion. The course also introduces the production processes of major event types and considers the broader impacts of events from both macro and micro perspectives. Through this lens, students will develop an understanding of how to identify and reach target audiences, enhance event visibility, and align promotional activities with broader marketing objectives.

The course further emphasizes the significance of strategic event marketing, brand management, and integrated marketing communication. By engaging in these concepts, students will gain the ability to apply the principles of the marketing mix in event contexts, analyze market segments, and define target groups with precision. They will also learn to design effective marketing plans and promotional campaigns, while developing the skills necessary to evaluate the outcomes of these initiatives. The course explores a wide range of promotional tools, ranging from traditional media to emerging digital and technological innovations, offering students a forward-looking perspective on the evolving landscape of event promotion. By the end of the course, students will have both the theoretical grounding and practical insight required to manage promotional strategies for diverse event contexts.

Prerequisites: HFT 2750

Reading Text and Materials

Fenich (2019). Meetings, Expositions, Events, and Conventions. An Introduction to the Industry (5th Ed). New York, NY: Pearson. (ISBN-13 Number: 978-0134735900, ISBN-10 Number: 0134735900).

Additional readings will be available on Canvas.

Course Objectives & Learning Outcomes:

- Define the concept of event marketing.
- Identify and define the target audience for an event.
- Conduct a situational analysis of an event.
- Evaluate the strengths, weaknesses, opportunities, and challenges of an event.
- Analyze the competitive landscape of an event.
- Explain the core elements of a marketing plan.
- Summarize the various promotional tools available.
- Determine which tools can be applied before, during, and after an event.
- Describe the importance of different marketing channels.
- Design and implement an event promotion campaign.
- Assess the suitability of promotional tools for different types of events.
- Recognize the importance of an integrated communication strategy.
- Identify key communication groups.
- Plan and coordinate message timing for different target groups.
- Demonstrate knowledge, skills, and abilities required to succeed as an event professional.
- Understand the key tasks and activities involved in planning and producing a meeting or event.

Make-up Policies

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. A student experiencing an illness should visit the UF Student Health Care Center or their preferred healthcare provider to seek medical advice and obtain documentation. If you have an illness, family emergency or death, please contact the Dean of Students Office (www.dso.ufl.edu) and follow the DSO Care Team procedures for documentation and submission of a request for make-up assignment (<https://care.dso.ufl.edu/instructor-notifications/>). The DSO will contact the instructor. Do not provide any documentation to the instructor regarding illness or family emergency. This is your personal and protected information. The DSO is qualified to receive and verify the documents you provide. The instructor will follow the recommendations from the DSO. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

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.*”

All work submitted in this course must be your own. Any contributions from external sources including Artificial Intelligence (AI) must be properly quoted and cited each time they are used. Failure to do so will constitute a violation of academic integrity.

Professionalism Policy

This course requires professional and respectful classroom behavior. Please refrain from engaging in the following activities (including but not limited to):

- Using cell phones (devices must be silenced)
- Reading non-class materials
- Engaging in side conversations or chatting
- Sleeping during class
- Serious violations may result in dismissal from that class session.
- If you arrive late or need to leave early, provide an explanation to the instructor.
- No food is permitted in the classroom.
- When contacting the instructor via email, include **the course number** and **your full name**

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.

Accommodating Students with Disabilities:

Support services for students with disabilities are coordinated by the Disability Resource Center in the Dean of Students Office. Students requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Available Resources for Students

- Online Computing Help Desk & e-Learning Support Services: <https://helpdesk.ufl.edu>.
- Office of Academic Support can be found at <https://oas.aa.ufl.edu/>.
- UF Tutoring offers various forms of academic support to help students succeed in their studies. All tutoring services are free to UF students. <https://teachingcenter.ufl.edu/tutoring/>
- Writing Studio: The Writing Studio is committed to helping UF students meet their academic and professional goals by becoming better writers. <https://writing.ufl.edu/writing-studio/>.
- U Matter We Care: This initiative aims to assist the community with care-related resources that focus on health, safety, and holistic well-being. <https://umatter.ufl.edu/>.
- If you are having difficulties with the course material, please email the Professor and/or visit the Health and Human Performance Subject Guide at the UF Library: <http://www.uflib.ufl.edu/cm/hhp/hhp.html>. Or contact the sport, tourism, and recreation subject librarian: <http://apps.uflib.ufl.edu/staffdir/SubjectsSpecialist.aspx>.
- Counseling Center: Phone 352-392-1575, <http://www.counseling.ufl.edu/cwc/Default.aspx>.

Course Evaluations

Basis for Final Grade:

Assignment	Point	Percentage
Attendance / Participation	10	10%
Essay (2 x 5 points)	10	10%
Quizzes (2 x 5 points)	10	10%
Group presentation		
Group work	20	20%
Self-report	10	10%
Mid-term Exam	20	20%
Final Exam	20	20%
Total	100	100%

Grade scale and GPA points:

Letter Grade	Range	Letter Grade	Range	Letter Grade	Range
A	Above 93%	B-	80.00-82.99%	D+	67.00-69.99%
A-	90.00-92.99%	C+	77.00-79.99%	D	63.00-66.99%
B+	87.00-89.99%	C	73.00-76.99%	D-	60.00-62.99%
B	83.00-86.99%	C-	70.00-72.99%	F	< 60.00%

Essays

As part of this course, students are required to complete two essays that critically examine issues in event marketing and promotion. Each essay must be 500 words in length. Topics will be assigned throughout the semester. The purpose of these essays is to demonstrate students' ability to engage in critical analysis of assigned past events. Submissions should go beyond description and provide thoughtful evaluation, supported by objective evidence (e.g., statistics, industry reports, or other reliable sources). All essays must represent students' own work. Proper citation of any external sources is required to maintain academic integrity.

Essays must be:

- Typewritten
- Single-spaced,
- inch margins on all sides
- Times New Roman, size 11 font
- Justified alignment (not left-aligned)

Group Project

As part of this course, students will work in groups to deliver a presentation on one assigned event type (e.g., mega event, MICE, festival, special event, niche event, etc.). Each group must select a specific event within their chosen category that has been held at least twice in the past.

The presentation should be structured as follows:

- Overview of the event (History, background, and basic information, etc.)

- Overall analysis of the event (Market analysis and comparison with competitor events etc.)
- Critical analysis of marketing and promotion strategies (Analysis of past strategies, post-event outcomes)
- Detailed proposed strategy for the next event

Presentation length will be 15–20 minutes, with the final time allocation determined by the total number of enrolled students. All group members are required to participate in both the preparation and delivery of the presentation.

Evaluation will consist of two components: **10 points from the instructor** and **10 points from peer evaluation** conducted by fellow students.

In addition, each group member must submit an **individual self-report** (500–700 words) after the group presentation. This report should include:

- The reason for selecting the specific event.
- Your individual contribution to the group work.
- The research and analysis approaches used, along with resources consulted.
- A reflection on the unique strengths of your group project and identification of areas for potential improvement.

Weekly course schedule:

Week	Date	Class Activities	Assignments
1	Aug 21 (R)	Introduction & Syllabus	
2	Aug 26 (T)	Overview of the Event Industry	
	Aug 28 (R)	Impacts of the Event Industry	Essay 1 due (11:59 p.m.)
3	Sep 2 (T)	Strategic Analysis Tools for Event Marketing	
	Sep 4 (R)		
4	Sep 9 (T)	MICE: Meetings, Incentives, Conference, and Exhibitions	
	Sep 11 (R)		Group Formation
5	Sep 16 (T)	Mega/Hallmark Events	
	Sep 18 (R)		Group work (Topic Selection)
6	Sep 23 (T)	Special/niche Events	
	Sep 25 (R)		Quiz 1
7	Sep 30 (T)	Stakeholder Management	Group presentation 1, 2
	Oct 2 (R)		

8	Oct 7 (T)	Accounting & Financial Planning	Group presentation 3, 4
	Oct 9 (R)		
9	Oct 14 (T)	Mid-term exam	
	Oct 16 (R)		
10	Oct 21 (T)	Technology in Event Planning	Group presentation 5, 6
	Oct 23 (R)		
11	Oct 28 (T)	Technology in Event Promotion & Post-Event Evaluation	Group presentation 7, 8
	Oct 30 (R)		Essay 2 due (11:59 p.m.)
12	Nov 4 (T)	Risk management	Group presentation 9, 10
	Nov 6 (R)		Quiz 2
13	Nov 11 (T)	<i>No class (Veterans Day)</i>	
	Nov 13 (R)	Food & Beverage Planning	
14	Nov 18 (T)	Event Sponsorship	
	Nov 20 (R)		Self-report due (11:59 p.m.)
15	Nov 25, 27	<i>No class (Thanksgiving Break)</i>	
16	Dec 2 (T)	Final Remarks & Review	
	Dec 4 (R)	<i>No class (Reading Day)</i>	
17	Dec 9 (T)	Final exam	

May be subject to change.