Fall 2021

HFT 3512: Event Promotion

Tuesdays 9:35 am – 11:30 am & Thursdays 9:35 am – 10:25 am

FLG 210

Instructor	Dr. Cynthia Willming
Phone Number	352-294-1662
Email	The best method to contact me is via email at willming@hhp.ufl.edu. *Expect a response within 24 hours M – F until 4 pm, and 48 hours after 4 pm F, all day Sat and all day Sun.*
Office Hours	Tuesdays 11:30 am – 12:30 pm and by appointment
Office Location	Florida Gymnasium, Room 301 (Third floor.)
Credit Hours	3 credits
Course Website	Canvas: http://elearning.ufl.edu

Teaching Assistant	Rojan Baniya
Phone Number	352-294-1672
Email	rbaniya@ufl.edu
Office Hours	Thursdays 11:30-1:30 pm
Office Location	Florida Gymnasium, Room ?

Late or Emailed assignments are NOT accepted. No exceptions.

Course Description

This course provides students with an overview of traditional and contemporary marketing strategies in the context of events. The integrated communication mix serves as a framework to leverage event marketing to increase event attendance and profit through market segmentation. Students will engage in experiential learning to apply event marketing.

Course Objectives

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

- Explain the difference between event marketing and the marketing of events
- Implement event marketing across a multitude of events
- Describe event promotion tactics in relation to the product life cycle
- Develop an understanding of the importance of primary and secondary data in developing event promotion campaigns

- Analyze target audiences using market segmentation
- Describe the importance of using interactive technology to engage customers
- Comprehend the importance of branding and positioning in event marketing
- Implement print, digital, and social media campaigns across a variety of events
- Evaluate and synthesize methods to solve event promotion challenges

Course Requirements

1. Required Textbook: Berman, M. (2017). The Blueprint for Strategic Advertising: How Critical Thinking Builds Successful Campaigns. Routledge Taylor and Francis Group: NY, NY & London, England.
2. Additional Resources:

- Preston, C. (2012). Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, 2nd Edition. John Wiley & Sons, Inc.: Hoboken: NJ.
- Skinner, B. (2002). Event Sponsorship. John Wiley & Sons, Inc.: New York, NY.
- Shank, M., and Lyberger, M. (2015). Sports Marketing A Strategic Perspective. Routledge: New York, NY.

3. Prerequisite: HFT 2750 Event Management.
4. Minimum Technology Requirements: The University of Florida expects students to acquire computer hardware and software appropriate to his or her degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:

- Broadband connection to the Internet and related equipment (Cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)

5. Minimum Technical Skills: To complete your tasks in this course, you will need a basic understanding of how to operate a computer, and how to use word processing software.
6. Materials/Supply Fees: There is no supply fee for this course.
7. Zoom: Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants. You can find resources and help using Zoom at https://ufl.zoom.us.

Course Assignments

It is my goal to grade the assignments within one week of the due date.

Assignments	Points	Percentage
Quizzes (2 x 100 pts)	200	40%
Assignments A-G (group)	135	27%
Event Website Analysis (individual)	50	10%
Event Website Analysis Presentation (individual)	15	3%
Event Website (group)	100	20%
Total Points	**500**	**100%**

Quizzes I and II

- Two quizzes are administered based on the lectures, discussions, readings, videos, guest speakers, presentations, and supplemental materials.
- Quizzes are multiple choice, true/false, fill in the blank, and/or short answer questions.
- Scantrons are provided by Dr. Willming but students must bring a #2 pencil.
- **Make-up quizzes are NOT permitted** unless absences are in accordance with UF's Make-Up Policy.

Assignments

- Assignments are designed to assist students in expanding their knowledge and understanding of event marketing and promotion. Students are required to work individually and with a partner to complete course assignments.
    - **Submit all assignments to Canvas by 9:35 am on the day the assignment is due with your first and last name and date in the upper right corner of the Word file, using 12-point font, Times New Roman, and 1-inch margins.**
    - Center the title immediately after the information in the upper right corner and above the first line of text.
    - Include citations, if necessary, using **APA guidelines** (https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html).
    - Use appropriate grammar, spelling, punctuation, and sentence structure**;** otherwise, points are deducted.
    - Please proofread all assignments.
    - Plagiarism is not tolerated in this course.
    - Refer to the Course Schedule and/or Canvas for assignment due dates.
    - Technology problems are not acceptable excuses for late assignments.
    - **Late, emailed, or handwritten assignments are NOT accepted** unless in accordance with UF's Make-Up Policy.

Grading Scale and Rubric

Grading Scale

Percent	Grade	Grade Points
92.5 – 100.0	A	4.00
89.5 – 92.4	A-	3.67
86.5 – 89.4	B+	3.33
83.5 – 86.4	B	3.00
79.5 – 83.4	B-	2.67
76.5 – 79.4	C+	2.33
73.5 – 76.4	C	2.00
69.5 – 73.4	C-	1.67
66.5 – 69.4	D+	1.33
63.5 – 66.4	D	1.00
59.5 – 63.4	D-	0.67
0 – 59	E	0.00

Grading Rubric

- **A & A- Outstanding**: The work far surpasses the assignment requirements, it is well organized, analytical rather than descriptive, and includes excellent grammar.
- **B+, B, & B- Very Good**: The work exceeds the minimal requirements of the assignment, it is organized, descriptive rather than analytical, and includes good grammar.
- **C+, C, & C- Average**: The work may not meet all criteria of the assignment, organization is below average, the work is far too descriptive, and includes poor grammar.
- **D+, D, & D- Below Average:** The work barely meets minimum criteria.

- **E Fail**: The work does not meet the minimum criteria.

Course Policies

The instructional methods for this course consist of synchronous lectures, readings, and discussions to provide students with a variety of learning methods. You are responsible for observing all posted due dates and are encouraged to be self-directed and take responsibility for your learning. The following outline my expectations for this course:

1. **Professional Behavior:** Professional behavior is expected from all students. This includes respect and consideration for other students and the professor. Use respectful language through written and verbal communications and make relevant points about the course content. Avoid us all caps in emails.
2. **Attendance:** Requirements for attendance are consistent with University policy: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.
3. **Excused Absences:** Students are considered excused from class for the following reasons: Documented illness, serious family emergency, certain curricular requirements, military obligations, severe weather conditions or observance of religious holidays, as noted by the UF: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx. Please obtain missed information from a classmate.
4. **Unexcused Absences:** Unexcused absences include but are not limited to outside extracurricular activities, work, family, or personal vacations, or choosing not to participate. Requirements for unexcused absences are consistent with University policy: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx. Please obtain missed information from a classmate.
5. **Assignments:**
    - **Submit all assignments to Canvas by 9:35 am on the day the assignment is due with your first and last name and date in the upper right corner of the Word file, using 12-point font, Times New Roman, and 1-inch margins.**
    - Center the title immediately after the information in the upper right corner and above the first line of text.
    - Include citations, if necessary, using **APA guidelines** (https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html).
    - Use appropriate grammar, spelling, punctuation, and sentence structure**;** otherwise, points are deducted.
    - Please proofread all assignments.
    - Plagiarism is not tolerated in this course.
    - Refer to the Course Schedule and/or Canvas for assignment due dates.
    - Technology problems are not acceptable excuses for late assignments.
    - **Late, emailed, or handwritten assignments are NOT accepted** unless in accordance with UF's Make-Up Policy.

6. **Make-Up Policy:** There are NO make-ups for missed assignments, discussion boards, quizzes, or exams unless the absence is in accordance with UF's excused absence policy. Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found at catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/.
7. **Grades:** Grades are dependent on the student's performance measured by, but not limited to, exams, assignments, in-class activities, and attendance. Final grades are based on the accumulation of points the

student earns throughout the semester. Total points are converted to letter grades using the grading scale located at the beginning of the syllabus. Grades ending in .5 will be rounded up. The grading scale is strictly enforced and unchangeable. The professor will NOT change grades at the end of the semester because the student is unhappy with their academic performance. Grades are posted in Canvas.

8. **Technology:** Cell phones must be turned on vibrated and put away so these devices are NOT visible during class.
9. **Changing Name Display in Canvas:** It is important to the learning environment that you feel welcome and safe in this class; and that you are comfortable participating in class discussions and communicating with me on any issues related to the class. If your preferred name is not the name listed on the official UF roll, please let me know as soon as possible by e-mail or otherwise. I would like to acknowledge your preferred name, and pronouns that reflect your identity. Please let me know how you would like to be addressed in class, if your name and pronouns are not reflected by your UF-rostered name. I welcome you to the class and look forward to a rewarding learning adventure together. You may also change your "Display Name" in Canvas. Canvas uses the "Display Name" as set in myUFL. The Display Name is what you want people to see in the UF Directory, such as "Ally" instead of "Allison." To update your display name, go to one.ufl.edu, click on the dropdown at the top right, and select "Directory Profile." Click "Edit" on the right of the name panel, uncheck "Use my legal name" under "Display Name," update how you wish your name to be displayed, and click "Submit" at the bottom. This change may take up to 24 hours to appear in Canvas. This does not change your legal name for official UF records.
10. **Netiquette and Communication Courtesy:** All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions, and chats.
11. **In response to COVID-19, the following practices are in place to maintain your learning environment, to enhance the safety of our in-classroom interactions, and to further the health and safety of ourselves, our neighbors, and our loved ones.**

- **If you are not vaccinated, get vaccinated. Vaccines are readily available at no cost and have been demonstrated to be safe and effective against the COVID-19 virus. Visit this link for details on where to get your shot, including options that do not require an appointment: https://coronavirus.ufhealth.org/vaccinations/vaccine-availability/. Students who receive the first dose of the vaccine somewhere off-campus and/or outside of Gainesville can still receive their second dose on campus.**

- **You are expected to wear approved face coverings at all times during class and within buildings even if you are vaccinated. Please continue to follow healthy habits, including best practices like frequent hand washing. Following these practices is our responsibility as Gators.**
    - **Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.**
    - **Hand sanitizing stations will be located in every classroom.**

- **If you sick, stay home and self-quarantine. Please visit the UF Health Screen, Test & Protect website about next steps, retake the questionnaire and schedule your test for no sooner than 24 hours after your symptoms began. Please call your primary care provider if you are ill and need immediate care or the UF Student Health Care Center at 352-392-1161 (or email covid@shcc.ufl.edu) to be evaluated for testing and to receive further instructions about returning to campus. UF Health Screen, Test & Protect offers guidance when you are sick, have been exposed to someone who has tested positive or have tested positive yourself. Visit the UF Health Screen, Test & Protect website for more information.**
    - **Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work.**
    - **If you are withheld from campus by the Department of Health through Screen, Test & Protect you are not permitted to use any on campus facilities. Students attempting to attend campus activities when withheld from campus will be referred to the Dean of Students Office.**

- **Continue to regularly visit coronavirus.UFHealth.org and coronavirus.ufl.edu for up-to-date information about COVID-19 and vaccination.**

12 **Email Communication:** Students may email Dr. Willming regarding questions after they have 1) read the course syllabus, 2) referred to the CANVAS website, 3) reviewed their class notes, and 4) consulted with other students regarding the information they are seeking. Emails are typically answered within two academic days, although emails sent one or two days prior to an exam or assignment will not be answered. **ALL emails must include the following:**

To: willming@hhp.ufl.edu
From: sallysmith@ufl.edu
Subject: Sally Smith HFT 3512 (0040)

Dear Dr. Willming,

My name is Sally Smith and I am a student in your HFT 3512 (0040) course. I have read the syllabus, referred to the CANVAS website, examined my class notes, and asked another classmate about [redacted], but I am unable to find the information.

UF Policies

1. Disability Resource Center (DRC) Accommodations: It is important to me that I accommodate students with disabilities. If you are aware of your disability or might be concerned you have a disability, register with the Disability Resource Center at 352-392-8565, online https://accessibility.ufl.edu/), or in the Dean of Students Office. Once registered, schedule a meeting with me during the first two weeks of class and provide me with a copy of your letter of accommodation to ensure I fully understand your needs. It is my goal to provide you with the tools necessary to ensure you are successful in the classroom.

2. Academic Conduct: University of Florida students are required to abide by the Honor Code pledge: "*We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."* You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit 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*." It is assumed all students will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams, etc.). As part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code: https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/. If you have any questions or concerns, please consult with the instructor. **Violations of the Honor Code at the University of Florida will not be tolerated**. Any violation of the Academic Honor Code will result in a zero (0) for the assignment, and the student will be reported to the Dean of Students Office. There are no exceptions to this policy.

3. Student Privacy: There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html

4. In-Class Recording: Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2)

in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, **students may not publish recorded lectures** without the written consent of the instructor. A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. **A class lecture does not include lab sessions, student presentations, and clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, and exams), field trips, and private conversations between students in the class or between a student and the faculty or lecturer during a class session.** Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. **A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student.**

Student Support

1. U Matter, We Care: The U Matter, We Care initiative is committed to creating a culture of care by encouraging members of the UF community to look out for one another and to reach out for help. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. If you or a friend needs help, please call 352-1575 or send an email to umatter@ufl.edu. Please remember that asking for help is a sign of strength. In case of emergency, call 911.

2. Counseling and Wellness Center: Visit counseling.ufl.edu or call 352-392-1575 for information on crisis services as well as non-crisis services.

3. Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need or visit shcc.ufl.edu.

4. Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161.

5. University Police Department: Visit police.ufl.edu or call 352-392-1111 (or 9-1-1 for emergencies).

6. UF Health Shands Emergency Room/Trauma Center: For immediate medical care in Gainesville, call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; ufhealth.org/emergency-room-trauma-center.

Academic Support

1. Technical Difficulties: For issues with technical difficulties for Canvas, please contact the UF Help Desk at:

- http://helpdesk.ufl.edu
- (352) 392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups due to technical issues should be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of

the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

2. E-learning technical support: 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. https://lss.at.ufl.edu/help.shtml.

3. Career Connections Center: 352-392-1601. Career assistance and counseling services career.ufl.edu/.

4. Library Support: Various ways to receive assistance with respect to using the libraries or finding resources. cms.uflib.ufl.edu/ask

5. Teaching Center: 352-392-2010 General study skills and tutoring: teachingcenter.ufl.edu/

6. Writing Studio: 352-846-1138. Help brainstorming, formatting, and writing papers: writing.ufl.edu/writing-studio/

7. Student Complaints Campus*:* https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.

8. On-Line Students Complaints*:* http://www.distance.ufl.edu/student-complaint-process.

Course Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

Tips for Success

1. Schedule "class times" for yourself. It is important to do the coursework on time each week.
2. Read ALL of the material contained on this site. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
3. Print out the Course Schedule located in the Course Syllabus and check off things as you go.
4. Ask for help or clarification of the material if you need it.
5. Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date.
6. Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you will need time to troubleshoot the problem.
7. To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.

Privacy and Accessibility Policies

For information about the privacy policies of the tools used in this course, see the links below:

- Zoom
  - Privacy Policy
  - Accessibility

- Microsoft
  - Privacy Policy
  - Accessibility

Tentative Course Schedule

Wks.	Dates	Readings	Assignments and Critical Dates
#1	8-24	Course Introduction Syllabus Review Ch 1 Event Marketing	
	8-26	Ch 1 Strategic Marketing	
#2	8-31	Ch 1 Strategic Event Marketing and the Event Life Cycle Ch 2 Market Segmentation	**Due: (A) 5Ws Event**
	9-2	Ch 2 Market Segmentation	
#3	9-7	Ch 2 Positioning Ch 3 Creative Strategy	**Due: (B) 5Ws Event Marketing Communication Plan**
	9-9	Ch 3 Creative Strategy	
#4	9-14	Ch 4 Conceptual Strategy	**Due: (C) Market Segmentation**
	9-16	Ch 5 Verbal Communication Strategy	
#5	9-21	Ch 5 Verbal Communication Strategy Ch 6 Visual Communication Strategy	**Due: (D) Creative Brief & Strategy**
	9-23	Ch 6 Visual Communication Strategy	
#6	9-28	***Class Canceled***	**Class Canceled**
	9-30	Ch 6 Visual Communication Strategy	**Due: (E) Conceptual Strategy**
#7	10-5	Quiz #I Review	**Due: (F) Verbal Communication Strategy**
	10-7	**Quiz #I** (Chapters 1-6 & Supplemental Material)	**Quiz #1** Bring a #2 Pencil to Class
#8	10-12	***Class Canceled***	**Class Canceled**
	10-14	Website Design	**Due: (G) Visual Communication Strategy**
#9	10-19	Website Design WIX Tutorial for Website	
	10-21	Public Relations	
#10	10-26	Public Relations Advertising	
	10-28	Advertising	**Due: Website Analysis**

#11	11-2	Sales Promotion Sponsorship	
	11-4	Quiz #II Review Website Analysis Presentation Review	
#12	11-9	**Quiz II**	**Quiz II**
	11-11	***No Class –Veteran's Day***	**Class Canceled**
#13	11-16	Website Analysis Presentations	**Day #1 Website Analysis Presentations** (18 students present)
	11-18	Website Analysis Presentations	**Day #2 Website Analysis Presentations** (8 students present)
#14	11-23	Website Analysis Presentations	**Day #3 Website Analysis Presentations** (18 students present)
	11-25	***No Class – Thanksgiving Break***	**Class Canceled**
#15	11-30	Website Analysis Presentations	**Day #4 Website Analysis Presentations** (18 students present)
	12-2	Website Analysis Presentations	**Day #5 Website Analysis Presentations** (8 students present)
#16	12-7	Submit Website Link via Canvas	**Due: Website**
	12-9	***No Class - Reading Day***	**No Class Reading Day**

This course schedule is tentative and might change based on the pace of the lectures and student needs. Changes to the syllabus will be announced through Canvas. The instructor bears no responsibility of announcing the changes to each individual student.