Department of Tourism, Hospitality and Event Management, University of Florida

HFT 3512 – Event Promotion

Instructor:	Giulio Ronzoni	Class Meeting Days	Tue: 12:50pm - 2:45pm
E-Mail:	Giulio.Ronzoni@ufl.edu	& Hours:	Thu: 12:50pm - 1:40pm
Phone:	(407) 443-5994 (for emergency only)	Credit Hours:	3
Office Hours	By appointment (In-person, Zoom, Phone)	Class Location:	Weil Hall (WEIL) 270
Term:	Spring 2023	Class Section:	02E5-13057

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* (5th 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).

Basis for Final Grade

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

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 ringers off and cell phones put away
- Body language that demonstrates a state of conscious awareness, no sleeping
- Attention directed at the designated speaker, eyes open, and standard hygienic practices required for acceptable assimilation into a crowded room

Late Work

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

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

The integrity of a university depends upon academic honesty, which consists of independent learning and research. Academic dishonesty includes cheating and plagiarism. Cheating includes, but is not limited to, giving unauthorized help during an exam, obtaining unauthorized information about an exam before it is administered, using inappropriate sources of information during an exam, altering the record of any grade, altering an answer after an exam has been submitted, falsifying any official University record, and misrepresenting the facts in order to obtain exemptions from course requirements. The minimum penalty for cheating 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.*"

Your quizzes and exams might be proctored by Honorlock.

Attendance Policy

Class attendance and participation is an integral component of this course. You are expected to attend all classes and participate on a regular basis (https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx).

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')
7-10	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')
10 or more	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 to not 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.

Services to 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.

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.

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 and Wellness Center: Phone 352-392-1575, website http://www.counseling.ufl.edu/cwc/Default.aspx.

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.

Teaching Assistant

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