ORIGINAL COURSE IMPLEMENTATION DATE: September 2013
REVISED COURSE IMPLEMENTATION DATE: September 2018
COURSE TO BE REVIEWED: (six years after UEC approval)   February 2024
Course outline form version: 09/15/14

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: BUS 427	**Number of Credits:** 3 Course credit policy (105)

Course Full Title: Public Relations and Event Management
Course Short Title (if title exceeds 30 characters): PR and Event Management

Faculty: Faculty of Professional Studies	**Department (or program if no department):** School of Business

Calendar Description:
Students apply the marketing promotion mix elements to implement client-driven corporate events for both customer and community stakeholders. The planning of client driven events will include all materials sourcing, budgeting, promoting, and staffing requirements.

Prerequisites (or NONE):	(BUS 223 or BUS 323) and BUS 327. Note: As of January 2019, prerequisites will change to: 60 university-level credits including BUS 323 and BUS 327.
Corequisites (if applicable, or NONE):	None
Pre/corequisites (if applicable, or NONE):	None

Equivalent Courses (cannot be taken for additional credit) Former course code/number: **BUS 492E** Cross-listed with: Equivalent course(s): *Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.*	**Transfer Credit** Transfer credit already exists: ☒ Yes ☐ No Transfer credit requested (OReg to submit to BCCAT): ☐ Yes ☒ No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: ☐ Yes ☒ No To find out how this course transfers, see **bctransferguide.ca**.

Total Hours: 45
Typical structure of instructional hours:

Lecture hours	10
Seminars/tutorials/workshops	10
Laboratory hours	
Field experience hours	10
Experiential (practicum, internship, etc.)	
Online learning activities	
Other contact hours: Case Studies	15
Total	**45**

Special Topics
Will the course be offered with different topics?
☐ Yes ☒ No

If yes, different lettered courses may be taken for credit:
☐ No ☐ Yes,   repeat(s) ☐ Yes, no limit

Note: The specific topic will be recorded when offered.

Maximum enrolment (for information only): 25

Expected frequency of course offerings (every semester, annually, every other year, etc.): Annually

Department / Program Head or Director: Dr. Frank Ulbrich	**Date approved:**	October 31, 2017
Faculty Council approval	**Date approved:**	December 8, 2017
Campus-Wide Consultation (CWC)	**Date of posting:**	February 16, 2018
Dean/Associate VP: Dr. Tracy Ryder Glass	**Date approved:**	December 8, 2017
Undergraduate Education Committee (UEC) approval	**Date of meeting:**	February 23, 2018

Learning Outcomes

Upon successful completion of this course, students will be able to:

LO 1. Define various terms specific to the special event industry,
LO 2. Differentiate between approaches to non-profit events and corporate events,
LO 3. Explain the principal components of planning and executing special events,
LO 4. Prepare a marketing plan including a budget for a potential special event,
LO 5. Develop a proposal for a special event designed to persuade a prospective client,
LO 6. Identify and source event human resources requirements,
LO 7. Develop and execute marketing activities to promote the event,
LO 8. Prepare a post mortem event report.

Prior Learning Assessment and Recognition (PLAR)

☒ Yes ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)

Lectures, workshops, field studies, and case studies.

Grading system: Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☒

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)

	Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1.	Van Der Wagen, L.	Event Management	☒	Pearson	
2.			☐		
3.			☐		
4.			☐		
5.			☐		

Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)

Microsoft Office and Adobe Creative Suite.

Typical Evaluation Methods and Weighting

Final exam:	-	Assignments:	-	Midterm exam:	-	Practicum:	-
Quizzes/tests:	-	Lab work:	-	Field experience:	-	Shop work:	-
Class participation:	10%	Case studies:	60%	Term project:	30%	Total:	100%

Details (if necessary):

Typical Course Content and Topics

Module One:

- Defining public relations and corporate event sponsorship
- Creating an event concept with visual design
- Case study presentation to client (LO 1–3)

Module Two:

- Developing an event plan and its staging
- Creating an implementation plan including: operations, logistics, and staffing
- Case study presentation to client (LO 4–5)

Module Three:

- Creating a financial budget and performance metrics
- Developing a safety and crowd management plan
- Case study submission for instructor assessment (LO 4, 8)

Module Four:

- Developing an integrated marketing communications plan including a budget
- Developing print media including posters, handouts, and social media visuals
- Preparing post event report (LO 6, 7)

Class participation (LO 1–8)

Term project presentation to client (LO 1–8)