

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: PR & Event Management															
Faculty: Faculty of Business and Computing		Department (or program if no department): School of Business													
Calendar Description: Students apply the marketing promotion mix elements to design and 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. Note: Field trips outside of class time may be required.															
Prerequisites (or NONE):		60 university level credits including BUS 323 and BUS 325.													
Corequisites (if applicable, or NONE):		NONE													
Pre/corequisites (if applicable, or NONE):		NONE													
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: BUS 492E Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Annually Maximum enrolment (for information only): 25													
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar</td> <td>10</td> </tr> <tr> <td>Tutorials/workshops</td> <td>35</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>45</td> </tr> </table>		Lecture/seminar	10	Tutorials/workshops	35							Total hours	45	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.	
Lecture/seminar	10														
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Total hours	45														
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Transfer Credit <i>(See bctransferguide.ca.)</i> Transfer credit already exists: Yes Submit outline for (re)articulation: No <i>(If yes, fill in transfer credit form.)</i>													
Department approval		Date of meeting: April 1, 2025													
Faculty Council approval		Date of meeting: April 11, 2025													
Undergraduate Education Committee (UEC) approval		Date of meeting: August 28, 2025													

Learning Outcomes

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

1. Define various terms specific to the special event industry.
2. Evaluate the ethical use of AI in completing routing event planning tasks.
3. Differentiate between approaches to non-profit events and corporate public relations (PR) events.
4. Explain the principal components of planning and executing PR special events.
5. Compile PR event staffing and other human resource needs.
6. Develop a PR special event proposal for a prospective client.
7. Prepare a marketing plan including a budget for the proposed PR event.
8. Implement the marketing activities recommended in the PR event proposal.
9. Prepare a postmortem event report.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Assignments:	30%	Field evaluation:	20%
Project:	50%		

Details: Field evaluation includes an instructor visit to observe the implemented marketing activity.

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

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures, workshops, field studies, and case studies.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Textbook	Van Der Wagen, L.	Event Management [Pearson]	Current
2.			
3.			
4.			
5.			

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

University supplied Microsoft Office Suite and Adobe Creative Suite.

Course Content and Topics

Module One:

- Defining public relations and corporate event sponsorship
- Creating a Public Relations (PR) event concept with visual design
- Case study presentation to client (LO 1–3, 5)

Module Two:

- Developing a PR event plan and its staging
- Creating an implementation plan including operations, logistics, and staffing
- Case study presentation to client (LO 2, 4-5)

Module Three:

- Creating a financial budget and performance metrics for a PR event
- Developing a safety and crowd management plan for a PR event
- Case study submission for instructor assessment (LO 2, 6)

Module Four:

- Developing an integrated marketing communications plan including a budget for a PR event
- Developing print media including posters, handouts, and social media visuals for a PR event

Event plan: Postmortem event report (LO 9)