

# COMM 2015 STRATEGIC EVENT PROMOTION

**Credit Points** 10

**Legacy Code** 101940

**Coordinator** Vanessa Campbell ([https://directory.westernsydney.edu.au/search/name/Vanessa Campbell/](https://directory.westernsydney.edu.au/search/name/Vanessa%20Campbell/))

**Description** This subject introduces understandings about events as forms of public relations typologies and promotional models. These include strategic public relations and management processes, researching the event promotion environment, infrastructure, organisational and event promotion processes and funding. Students will analyse behaviours of event publics, audiences and participants, matching event opportunities with publics, and conceptualising events as service experiences. Students will develop strategies for developing event partnerships, funding and sponsorship relationships. These include managing the development of the event setting/venue, programming and personnel affecting the on-site event experience, and developing appropriate merchandising strategies for events.

**School** Humanities & Comm Arts

**Discipline** Communication And Media Studies

**Student Contribution Band** HECS Band 4 10cp

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 2 subject

**Equivalent Subjects** COMM 3017 - Events Management

**Assumed Knowledge**

Basic knowledge of public relations theory and current public relations practice.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Demonstrate an understanding of events management terminology, definitions and models;
2. Articulate the diversity and significance of the role of events within host organisations and communities and major publics;
3. Demonstrate an understanding of and measure market demand and event experiences;
4. Promote an event to the media via the appropriate public relations tactics;
5. Implement planning processes for an event plan and management design;
6. Demonstrate an understanding of financial, resource and market sector aspects of events planning;
7. Present an event plan and management proposal using effective teamwork skills.

## Subject Content

- Defining events, event typologies and event promotional Models in The public relations context
- strategic public relations & management processes for events. identifying and developing events as public relations mediums & as resident and tourist directed experiences.

- research needs of events. Researching The event promotion environment, infrastructure, organisational and event promotion processes, funding
- Analysing The behaviour of event publics, audiences & participants. Matching event opportunities with publics.
- Conceptualising, developing and attracting events as service experiences.
- event partnerships and sponsorships: strategies for identifying, securing and managing sponsor relationships
- managing The development of The event setting/venue, programming & personnel affecting The on-site event experience
- Merchandising strategies for events.
- sources of revenue and event budgeting, pricing, ticketing systems. Operational Issues of significance to events promoters and managers

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Quiz	4 x 10 question quizzes	20	N	Individual	N
Presentatio	10 minutes/25 word summary	20	N	Individual	N
Report	4,000 (1,000 words per person, based on teams of 4)	30	N	Group	N
Portfolio	1,500 words (or equivalent)	30	N	Individual	N

**Prescribed Texts**

- Van Der Wagen, L. & White, L. (2018). Event management for tourism, cultural, business and sporting events (5th ed.). Sydney: Pearson Education Australia.

**Teaching Periods**

## Autumn (2025)

**Online**

**Online**

**Subject Contact** Vanessa Campbell ([https://directory.westernsydney.edu.au/search/name/Vanessa Campbell/](https://directory.westernsydney.edu.au/search/name/Vanessa%20Campbell/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=COMM2015\\_25-AUT\\_ON\\_2#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM2015_25-AUT_ON_2#subjects))

## Parramatta - Victoria Rd

**On-site**

**Subject Contact** Vanessa Campbell ([https://directory.westernsydney.edu.au/search/name/Vanessa Campbell/](https://directory.westernsydney.edu.au/search/name/Vanessa%20Campbell/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=COMM2015\\_25-AUT\\_PS\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM2015_25-AUT_PS_1#subjects))

## **Sydney City Campus - Term 2 (2025)**

### **Sydney City**

#### **On-site**

**Subject Contact** Ming Diao ([https://directory.westernsydney.edu.au/search/name/Ming Diao/](https://directory.westernsydney.edu.au/search/name/Ming%20Diao/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=COMM2015\\_25-SC2\\_SC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM2015_25-SC2_SC_1#subjects))