**Tuesdays : 6:00 pm to 8:50 pm Smith Decision Center 1908 (10 class sessions)**

**Class Meeting Dates:**

* **January 19th** – Welcome / Introduction to Marketing for Live Events
* **Feb 2nd** – Analytical Research Methods for Marketing a Live Event
* **Feb 16th** – Life Style Marketing ; What is it? Why is it Important?
* **March 2nd**– Life Style Marketing; How to Implement it/ Incorporating Individual Student Ideas
* **March 16th** – Advertising; How to Purchase Media and Why do it?
* **March 30th** – Advertising ; Sharing Advertising Plans- An Exchange between Students and Professionals
* **April 6th** - Social Media Marketing ; Why is it Important?
* **April 13th** –Marketing My Image –The Perspective of the Artist
* **April 27th** – Putting it all together; A Review of Previous Classes / Preparation for Marketing Presentation
* **May 11th** – Group Presentations of Basic Marketing Plans

**General Information**

* **Instructor:** Maria Brunner
* **Office Hours:** Smith Decision Center- Break Out Room, The Monday prior to class 11:00 am – 12:00 pm
* **Phone:** 480-951-1882
* **E-mail:** Insightmg2@aol.com
* **Guest Speakers:** This class will feature guest speakers from the following:
* William Morris Agency
* Ticket Master
* Interscope Records
* Nederlander Productions
* Live Nation
* AEG

**Course Objectives**

Through satisfactory completion of this course students should be able to:

1. Develop a basic marketing plan for an entertainment event
2. Explain the need for paid advertising including print, radio, and television
3. Explain and understand the need for social media marketing

**Assigned Readings**

Handouts will be provided and will act as required reading.

**Available Resources**

[www.pollsar.com](http://www.pollsar.com) – Trade publication covering the worldwide concert industry.

www.billboard.com- The world's premier music publication, Billboard has served the entertainment business since 1894. Beginning as a weekly for the billposting and advertising business, Billboard and its popular music charts have evolved into the primary source of information on trends and innovation in music, serving music fans, artists, top executives, tour promoters, publishers, radio programmers, lawyers, retailers, digital entrepreneurs and many others.

[www.ticketmaster.com](http://www.ticketmaster.com) - Ticketmaster Entertainment consists of Ticketmaster and Front Line Management Group. As the world’s leading live entertainment ticketing and marketing company based on the number of tickets sold, Ticketmaster connects the world to live entertainment.

[www.eventful.com](http://www.eventful.com) - Founded in 2004, Eventful is the leading events website which enables its community of users to discover, promote, share and create events. Eventful’s community of users select from nearly 4 million events taking place in local markets throughout the world, from concerts and sports to singles events and political rallies.

**Requirements:**

1. Participation- Contribute in class by asking questions, making comments, and sharing ideas.
2. Attendance - Show up on time and stay until the end.
3. Completion of Reading Assignments – The handouts will be discussed and will be relevant to guest speaker presentations. Some speakers may actually be the author of the handout.
4. Group Marketing Presentation – Class will be divided into groups which will each be responsible for developing a marketing campaign from A to Z.

Grading is on a credit / no credit basis.

**Students with Learning Disabilities**

Students with disabilities that interfere with learning and who need accommodation should make requests to Kristen Brooks, Disability Accommodation Services, East Bell Tower, Room 1796 (805-437-8510) or Accommodations@csuci.edu. Please discuss approved accommodations with me.