

LINGNAN UNIVERSITY
Department of Marketing & International Business
MKT2246 International Event Marketing: Social Media and Societal Impact – L1
Course Outline
First Term, 2026-27

Course Instructor: Prof. Wong Man Chung Albert
Email: albertwong@ln.edu.hk
Phone: 26167852
Office: SEK101/2

Brief Course Description:

The mega event economy is one of the key policies proposed by the Hong Kong government, with various international events scheduled to be organized in the coming years. The industry of international event management and demand for relevant manpower is forecast to grow significantly in the near future. This course aims to introduce the concepts and techniques in designing and promoting international events, including conferences, expos, sports events, festivals and other entertainment concerts and shows. This course provides an opportunity for students to examine the challenges of putting such events together and focuses on the societal impact of international events. It also exposes students to the application of internet and social media related to event marketing activities. Through various in-class teaching and learning activities, students will become familiar with the importance and practice of international event management and how to organize, promote and evaluate such international events.

Aims:

This course provides students with an opportunity to learn how to develop a marketing strategy for an international event, incorporating the concepts and tools from marketing, event management, and social media. This course also equips students with the tools to evaluate the societal impact of international events. By utilising fundamental concepts in marketing and event management and combining these with newer theories and practice relating to social media and societal impact, students will have developed the necessary knowledge and skills required for the organization, marketing, management and evaluation of major international events.

Learning Outcomes (LOs):

On completion of the course, students will be able to:

1. Identify the major trends and issues in the event industry.
2. Describe the key elements and concepts of event marketing in international context.
3. Develop marketing strategies for international events with incorporating social media and digital applications.
4. Evaluate and assess the societal impact of international events.

Indicative Content:

The course is structured into three parts, each emphasizing different aspects of marketing and societal impacts for international events.

Part One: Introduction to International Events and Marketing

Types of events; events from different perspectives (commercial, non-profit making and public); Marketing concepts: environmental scanning and situational analysis,

Part Two: Consumer Behaviour and Marketing Strategy for International Events

Consumer decision-making in international events; product, price, promotion and place strategy for international events; application of social media and internet in marketing strategy.

Part Three: Societal Impact of International Events

This part concentrates on delivering value for society. We analyze this from different perspectives, including economic, societal, community, sustainability and global.

Teaching Method:

This course will combine lectures, site visit, guest lectures, case studies, videos, group projects, and discussions to familiarize students with key concepts, knowledge, and tools. Site visit is arranged for individual marketing research project which can enhance the experiential learning experience. Experiential learning is a significant part of the course which promotes engagement, critical thinking and interactive learning which can help to achieve the learning outline (LO#1 and LO#3). Students are expected to actively participate in various out of classroom activities and take initiative in class discussion.

Measurement of Learning Outcomes:

Learning Outcomes	Class Participation and discussion (15%)	Individual Assignment (15%)	Mid-Term Test (15%)	Group Project (25%)	Individual Marketing Research Project (30%)
LO 1	X	X	X		
LO 2	X		X	X	X
LO 3				X	X
LO 4	X	X			X

The learning outcomes will be assessed using the following methods:

1. Class participation and discussion: Case studies and selected topics related to international events will be distributed in class. Students are required to analyze and evaluate with reference to the concepts learned in the course. This can assess students' understanding of the concepts and societal impact of international event marketing (LO1, 2 & 4).
2. Individual Assignment: An international event held during the course is selected. Students are required to assess the latest trends in the context of the selected event and evaluate how the selected event aligns with the latest trends. Students are also required to evaluate the societal impact of the selected event. Thus, the assignment is able to assess students' critical thinking skills by evaluating the major trends and societal impact of international events and their impact on various stakeholders (LO 1 & 4).
3. Mid-Term Test: A mid-term test covering the material taught in the initial weeks of the course assesses students' understanding of the concepts and tools learned in the course. (LO 1 & 2)
4. Group Project: Requires students to develop a marketing plan for an international event, demonstrating their ability to apply marketing knowledge in a real business scenario (LO 2 & 3).
5. Individual Marketing Research Project: An on-site visit to a selected international event is arranged. Students are required to conduct a background information search before the visit (including but not limiting to the aims, marketing plan, admission arrangements, etc.). During the visit, students have to identify the marketing issues of the event and evaluate the effectiveness of the marketing plan. After the event, students have to collect data and evaluate the success and the societal impact of this international event. A comprehensive report, relating students' observation to all aspects of the course including suggestions to improvement, is required to be submitted before the end of the term. (LO 2, 3 & 4).

Assessment:

Class Participation and discussion	15%
Assignment	15%
Mid-Term Test	15%
Group Project	25%
Capstone Individual Marketing Research Report	<u>30%</u>
Total:	100%

Required/Essential Readings:

Hudson, Simon and Hudson, Louise (2023), *Marketing for Tourism, Hospitality & Events – A Global & Digital Approach*, Second Edition, Sage

Recommended/Supplementary Readings:

Alroy, Alon, Ben-Shushan, Eran and Katz, Boaz (2022), *Event Success: Maximizing the Business Impact of In-person, Virtual, and Hybrid Experiences*, Wiley.

Cudny, Waldemar (2020), *Urban Events, Place Branding and Promotion*, Routledge.

Getz, Donald and Page, Stephen (2024), *Event Studies - Theory and Management for Planned Events*, Fifth Edition, Routledge.

Ian, Dodson. (2016). *The art of digital marketing: The definitive guide to creating strategic, targeted, and measurable online campaigns*. Wiley.

The readings that cover the latest information regarding the subject matter will be provided during the term.

Important Notes:

1. Students are expected to spend a total of 6 hours (i.e., 3 hours of class contact and 3 hours of personal study) per week (for a term of 14 weeks) to achieve the course learning outcomes.
2. Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations and Course Work. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarized ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.
3. Students are required to submit writing assignment(s) using Turnitin.
4. To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.ln.edu.hk/>.
5. Students must adhere to the University’s guidelines and practices when using Generative Artificial Intelligence (AI) tools. The official documents “Guidelines for Using GAI Tools at Lingnan University” and “Best Practices for Ethical and Responsible Use of GAI Tools in Course Assessments” can be found here: <https://www.ln.edu.hk/tlc/generative-artificial-intelligence/gai-guidelines-best-practices>

Course Schedule and Assignments:

**** Special notes to Site Visit**

- All students are required to attend the site visits. You shall base on the findings at site visit to prepare individual assignment and individual marketing research project
- Transportation from Lingnan to the venue of site visit is arranged. Departure time is tentatively scheduled at 1:00 pm. Details will be announced in due course. In addition, we will dismiss at the venue, so departure transportation will NOT be arranged.

Class Dates	Topics Covered	Class Activities	T & L Activities
7-Sep	- Course Introduction - Types of Events - Event perspectives	Class Discussion	
14-Sep	- <u>Marketing Concept I</u>	Class Discussion	Project Group - Formation
21-Sep	- Marketing Concept II	<u>Case Studies and questions</u>	
28-Sep	- Site Visit **	<i>Live: Hong Kong Art Exhibition @Hong Kong Museum of Art</i>	
5-Oct	- Marketing Strategy in international events	<u>Case Studies and questions</u>	
12-Oct	- <u>Marketing Strategy in international events</u>	<u>Case Studies and questions</u>	Individual Assignment (Submission)
19-Oct	Chung Yeung Festival	No Class	
26-Oct	- Mid-Term Test		Mid-Term Test
2-Nov or 9-Nov	- Societal Impact of International Events	Class Discussion	Individual Marketing Research Report preparation
	- Site Visit **	<i>TBC (due to the site owner's request, the site visit venue and date will be determined in early October)</i>	
16-Nov	- Societal Impact of International Event - Application of social media and Technology in international events	Class Discussion	
23-Nov	- Consumer Behaviour in international events		Individual Marketing Research Report preparation

30-Nov	- Group Project Presentation		Presentation and Report
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- **Class Schedule may vary based on actual delivery of lecture**

Assessment Rubric for Class Participation and Discussion (15%)

LO1- LO4

Criteria	Weight	Excellent (8-10)	Good (5-7)	Poor (0-4)
Level of Engagement	40%	Contributes to class activities and discussion by offering quality ideas and asking appropriate questions on a regular basis. Actively engages others in class discussions by inviting their comments. Constructively challenges the accuracy and relevance of statements made. Effectively identifies and summarizes main points.	Contributes to class activities by offering ideas and asking questions on a regular basis. Often engages others in class discussions by inviting their comments. Challenges the accuracy and relevance of statements made. Identifies and summarizes main points.	Fails to contribute to class activities. Fails to invite comments/opinions from other students. Demonstrates little understanding of main points. Does not identify or summarize the main points.
Preparedness	35%	Always prepared for class with required materials. Accurately expresses foundational knowledge pertaining to issues raised during the discussion.	Usually prepared with assignments and required materials. Expresses basic foundational knowledge pertaining to class discussions.	Consistently unprepared for class. Expresses no relevant foundational knowledge.
Cooperation	25%	Frequently supports and encourages other students' ideas.	Usually displays a positive and cooperative attitude during class.	Infrequently supports and encourages other students' ideas.
Total	100%			

Remarks:

Rubric for Individual Assignment (15%)

LO1 & LO4

Criteria	Weight	Excellent (8-10)	Good (5-7)	Poor (0-4)
Application of the concepts	35%	Able to apply the concepts to identify the major trends and issues in the event industry.	Limited use of concepts to identify the major trends and issues in the event industry.	Unable to apply the concepts to identify the major trends and issues in the event industry.
Evaluation of Societal Impacts	40%	Able to apply the concepts to evaluate societal impacts of international events from various perspectives.	Limited use of concepts to evaluate societal impacts of international events from few perspectives.	Unable to apply the concepts to evaluate societal impacts of international events from few perspectives.
Justification	25%	Able to collect comprehensive and relevant information or evidence to support the arguments.	Collect some relevant information or evidence to support the arguments.	Unable to collect relevant information or evidence to support the arguments.
Total	100%			

Remarks:

Rubric for Mid-Term Test (15%)

LO1 & LO2

Criteria	Weight	Excellent (8-10)	Good (5-7)	Poor (0-4)
Clarity of answers in addressing the issues	40%	Answers are clear and effectively address the issues.	Answers are generally clear in addressing the issues, with occasional lack of clarity.	Answers lack clarity in addressing the issues.
Incorporation of pertinent information and arguments	40%	Strong incorporation of lecture and reading details, provides strong evidence for key claims.	Adequate incorporation of lecture and reading details, occasional strong evidence for key claims.	Substantial digressions, lacks incorporation of lecture and reading details, weak evidence for key claims.
Structure	10%	The answers are presented clearly and concisely in an organized manner	The answers are presented clearly and concisely, may have minor organizational problems	The answers are presented unclearly and without conciseness, indicating potential major organizational issues.
Grammar and spelling	10%	Demonstrates strong command of grammar and has minimal spelling errors.	Shows adequate use of grammar with occasional spelling errors.	Displays noticeable blunders and grammatical errors in responses.
Total	100%			

Remarks:

Rubric for Group Project (25%)

LO2 & LO3

Criteria	Weight	Excellent (8-10)	Good (5-7)	Poor (0-4)
Ability to evaluate the importance of international events	10%	Able to identify the key importances of international events (with justification).	Able to identify the importance of international events and provide partially relevant justifications.	Only able to identify the importance of international events but fail to provide justification.
Ability to identify the market opportunities, define the target market	15%	Able to identify market opportunities (with justifications) and clearly define target market	Able to identify market opportunities and target market, and provide partially relevant justifications	Only able to identify market opportunities and target market, but unable to provide relevant justifications
Ability to develop the marketing mix to achieve the marketing objectives and to meet the needs and wants of the target consumers	15%	Able to develop a marketing mix to meet the needs and wants of the target consumers Able to develop cohesive marketing mix to create synergy The marketing mix is relevant to achieve the marketing objective	Only able to develop a partially relevant marketing mix to meet the needs and wants Only able to develop a partially cohesive marketing mix The marketing mix could only meet some marketing objectives	The marketing mix is not relevant to meet the needs and wants The marketing mix could not meet the marketing objectives
Application of social media and internet in the marketing mix	20%	Social media and internet are appropriately and widely included in the marketing mix.	Social media and internet are appropriately but limited included in the marketing mix.	Social media and internet are not included in the marketing mix.
Ability to identify the challenges and risks of the international event	15%	Able to identify risks and challenges in the event with justification.	Able to identify risks and challenges in the event with partially relevant justification.	Able to identify risks and challenges in the event without justification.
Ability to identify trends and issues in the event industry	15%	Able to identify trends and issues in the event industry with justification.	Able to identify trends and issues in the event industry with partially relevant justification.	Able to identify trends and issues in the event industry without justification.
Presentation Effectiveness	10%	Fluent and logical sequence without reading the script Clarity of explanation Good eye contact Speak clearly and loudly for the audience to hear Use appropriate language Good visual aids	The presentation flow is not too smooth Some members could not avoid reading the scripts Explanation sometimes confused Little eye contact Some members could not speak professionally	The presentation flow is not fluent and smooth Most members read the script with weak voices Inappropriate use of languages Little visual aids Weak coordination among members

		Good coordination among team members Finish on time	Fair use of visual aids Acceptable coordination among members Finish on time	Could not finish on time
Total	100%			

Rubric for Individual Marketing Research Project (30%)

LO1 - LO4

Criteria	Weight	Excellent (8-10)	Good (5-7)	Poor (0-4)
Background Information Search	20%	Comprehensive information search with sufficient data which can fully support the preparation of the report.	General information search with some data which can partly support the preparation of the report.	Insufficient information search and data which is able to support the preparation of the report.
Evaluation of Marketing Plan	35%	Able to apply the concepts to evaluate marketing plan of international event. Able to evaluate the effectiveness of the marketing plan from various perspectives.	Limited use of concepts to evaluate marketing plan of international event. Limited evaluation on the effectiveness of the marketing plan from various perspectives.	Unable to apply the concepts to evaluate marketing plan of international event. Unable to evaluate the effectiveness of the marketing plan.
Evaluation of Societal Impacts	35%	Able to apply the concepts to evaluate societal impacts of international events from various perspectives.	Limited use of concepts to evaluate societal impacts of international events from few perspectives.	Unable to apply the concepts to evaluate societal impacts of international events from few perspectives.
Improvement plan	10%	Able to apply the concepts to develop an improvement plan from various perspectives.	Limited use of concepts to develop an improvement plan	Unable to apply the concepts to develop an improvement plan.
Total	100%			

PEER EVALUATION FORM

Now please evaluate your peers according to his/her contributions to the group project on the following 11-point scale.

Your Name: _____

How satisfied are you with this group member's contribution to the project?
Please don't assess yourself. (Circle one number in each row)

Group member	Name:	Very dissatisfied	Very satisfied
1		0 1 2 3 4 5 6 7 8 9 10	
2		0 1 2 3 4 5 6 7 8 9 10	
3		0 1 2 3 4 5 6 7 8 9 10	
4		0 1 2 3 4 5 6 7 8 9 10	

Please provide any comments on your peers' performance and involvement in this midterm project.
