

B - Course Revision Form V. 7.2022 : Entry # 3326**DEAN Decision**

Approved

Today's Date

09/13/2024

EPC Decision

Approved

Today's Date

11/18/2024

Begin Form**Today's Date**

08/23/2024

Your Name

Brianna Clark

Your Email:bclark1@highpoint.edu**Are you a Department Chair?**

Yes

By checking below, I certify that my department chair has seen and approved the course revisions that are in this proposal

Yes

Please select the appropriate school overseeing this proposal:

Communication

When should this proposal take effect?

Fall 2025

Are you submitting multiple courses for revision from the same department?

Yes

Please list all of the courses that you are submitting revisions for:

B - Course Revision Form V. 7.2022 : Entry # 3326

Course Prefix	Course Number	Course Title
EMG	2200	Networking and Professional Development in Event Management
EMG	3200	Experiential Services Marketing and Sponsorship

What would you like to revise?

- Change Course Number (changing level)

Are you also revising any of the following for this course?

- Change course title
- Change course description

Gen Ed & Academic Program Information**Is this a revision to meet new Gen Ed requirements?**

No

Is this course part of an academic program?

- This course does not currently fulfill academic program requirements

Does this course, as revised, include any community engagement?

No

Is this course part of GoGlobal?

No

Does this course count towards a major or a minor?

Yes

Please list the course(s) and whether they are required or electives for the major/minor.

Course Prefix/Number	Name of Major and/or Minor?	Required or Elective?
EMG 3200	Event Management	Major Required; Minor Elective
EMG 2200	Event Management	Major Required

Is this course cross listed?

No

Choose the department designator for your course from the list below.

B - Course Revision Form V. 7.2022 : Entry # 3326**Revisions to course number, title, credits, prerequisites****What are the changes to the course number?**

EMG 2200 to EMG 1600; EMG 3200 to EMG 2900

What are the changes to the course title?

EMG 2200 Networking and Professional Development in Event Management to EMG 1600 Networking and Professional Development in the Service Industry

Please paste the existing catalog description

EMG 3200: This course focuses on event marketing and sponsorship in terms of media design and its relationship to production design and experience design as the three building blocks of modern event management. A conceptual framework will review of traditional marketing practices for students without a marketing background while introducing the experiential and facilitating components used in event marketing and their extension to event sponsorship. There will be emphasis on examples and case studies that spotlight marketing and sponsorship best practices and success. The student will learn how to formulate event management marketing and sponsorship strategies that are customer-centered experiences. Stakeholder theory and the process of exchanging event benefits for sponsor asset will be a specific focus of study. Other topics will include particle markets, concepts of infusion and enhancement, tangible and intangible property, and the strategic creation, selling, and servicing of sponsorship deals. Four Credit Hours.

Enter the proposed NEW course description

EMG 3200 (new number 2900): This course provides a comprehensive exploration of the dynamic fields of experiential services marketing and event sponsorship. The course covers key concepts, including the principles of experiential marketing, the Seven Ps of services marketing, digital and social media strategies, and the development of customer-centered event marketing plans. Additionally, students will explore the fundamentals of event sponsorship, including creating compelling sponsorship proposals and activations, managing sponsor relationships, and measuring sponsorship ROI. Through case studies and practical projects, students will apply theoretical knowledge to real-world scenarios, preparing them for careers in event management.

EMG 2200 (new number 1600): This course equips students in the service industries with essential professional skills. Students will refine their written and oral communication, improve interpersonal and group interactions, and explore the significance of building and nurturing a strong professional network to advance their careers. Through practical exercises, students will engage with Microsoft Office tools and other digital applications while learning effective networking strategies. By the end of the course, students will be prepared to present themselves confidently and build meaningful professional relationships.