Event Services Marketing and Sponsorship

Code: EMG 2900
Time Period: Continuous

Form B - Course Revision Form

1

Today's Date:

09/13/2026

2

Your Email:

bclark1@highpoint.edu

3

Please list the appropriate school to oversee this proposal

David S. Congdon School of Entrepreneurship

4

When should this proposal take effect?
Please input Semester and Year. E.g. Fall 2027

Fall 2027, but if possible for Spring 2027 we'd love that too

5

Would you like to apply these changes to additional courses in this program?

- ( ) Yes
- (•) No

6

What type of change do you need to request?

- ( ) Small Curricular Change
- ( ) Course Revision
- (•) Both

7

What small curricular change would you like to request?

- [ ] Distribution requirements - major
- [ ] Distribution requirements - minor
- [ ] Learning Outcomes Language (edit/update existing language only)
- [ ] Course Prefix / Designator / Number / Name
- [x] Course Description
- [ ] Adding / Changing Cross Listing
- [ ] Name change of college, school, department, program, center, institute, major, minor, concentration, or track
- [ ] Prerequisites

8

What course revision would you like to request?

- [x] Learning Outcomes (add or remove specific outcomes)
- [ ] Credits
- [x] Change Course Number (Change to Level)
- [ ] Course Repeat Option
- [ ] Adding or removing an Academic Program
- [ ] Creation of a special topics course or revisions to an existing special topics course
- [ ] Discontinuance of a course

9

Please provide a brief rationale for this proposal

Course Description

1

Changes to course description(s)

Current Course Description (as seen in the UG Bulletin)

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.

Proposed Revised Course Description

This course examines the principles and practices of experiential and services marketing and sponsorship within the event industry. Students explore the distinctions between traditional and services marketing and their application within event contexts. Attention is given to the distinction between the strategic marketing of events and event marketing as a promotional tactic used by organizations and brands to engage audiences. Topics include customer-centered marketing, branding, integrated marketing strategies, audience engagement, and event marketing plans. The course also examines sponsorship strategy, including sponsor objectives, proposals, activation, relationship management, and the evaluation of sponsorship effectiveness and return on investment.

Learning Outcomes Change

1

Please list the current learning outcomes for this course in the box below.

2

Please list the revised student learning outcomes for this course in the box below.

1. By the end of the course, students will be able to identify foundational concepts and principles of experiential and services marketing, event marketing, and event sponsorship.
2. By the end of the course, students will be able to develop an integrated marketing plan for an event.
3. By the end of the course, students will be able to evaluate the effectiveness of experiential marketing tactics and sponsorship activations in achieving audience engagement and brand objectives.
4. By the end of the course, students will be able to create professional sponsorship proposals that align sponsor objectives with event goals and attendee experiences.

3

Please list any revisions to units or content areas that will be required for all sections of this course in the box below.

NA

4

If you have Gen Ed learning outcomes, please address the kinds of assessments you may use for each area that you are proposing the course be designated (i.e., Arts, Humanities, Diversity, etc.)

NA

5

Please list any revisions to course policies that will be required for all sections of this course.

NA

6

If you would like to specify any revisions to requirements for how contact hours must be met for all sections of this course, please indicate below (e.g., if any experiential learning activities will replace seat time)

NA

7

If this course proposal affects any other departments, please describe the consultation and approval that you've received and from whom in the box below.

NA

8

Is there any additional information that you would like to provide for this proposal?

We are requesting that this course be restored to its original course number, EMG 3200. Before the program moved to the Congdon School of Entrepreneurship (CSE), we had relatively few 2000-level courses and believed renumbering this course could create an accessible recruiting opportunity for students.

However, since joining CSE, our students now complete a shared core consisting largely of 2000-level courses. Consequently, the major has become disproportionately weighted toward 2000-level coursework and has too few 3000-level offerings. In addition, the course's content, rigor, and instructional approach were not reduced or substantially changed when it was initially renumbered at the 2000 level. The course therefore remains appropriately classified as upper-level coursework. Restoring its original 3200 designation will more accurately reflect its academic rigor and create a better balance of course levels within the major.

9

Sample Syllabus

To upload, please select the *add a new document* link to upload your files. Once uploaded, please select the files within the dropdown menu.

EMG_2900_2026FA0_Syllabus.docx

10

Additional documents

NOTE: This is a two-step process.

Please select the *add a new document* link to upload your files. Once uploaded, please select the files within the dropdown menu.

No document was selected.

Change Course Number (Changing Level)

1

What are the changes to the course number?

From EMG 2900 to EMG 3200

Gen Ed & Academic Program Information

1

Is this a revision to meet new Gen Ed requirements?

- ( ) Yes
- (•) No

2

Is this course part of an academic program?

- ( ) This course does not currently fulfill academic program requirements
- ( ) Honors Scholars
- ( ) Service Learning
- ( ) Study Abroad
- ( ) Environmental Studies
- ( ) Latin American Studies
- ( ) Legal Studies
- ( ) East Asian Studies
- ( ) Jewish Studies

3

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

- ( ) Yes
- (•) No

4

Is this course part of GoGlobal?

- ( ) Yes
- (•) No

5

Does this course count towards a major or a minor?

- (•) Yes
- ( ) No

6

Please list the course and whether it is required or electives for the major/minor.

Course Prefix and Number

EMG 2900

Name of Major and/or Minor

Event Management

Is this a required or elective course?

Required

7

Is this course cross listed?

- ( ) Yes
- (•) No

Upload Documentation

1

Please attach any documentation that is needed for this proposal.

To upload, please select the *add a new document* link to upload your files. Once uploaded, please select the files within the dropdown menu.

No document was selected.

Submission Information

1

Is this proposal being submitted after APIRC's set deadlines?

- ( ) Yes
- ( ) No

*

2

Please enter the date on which you received the Provost’s approval for late submission.

Department Chair Feedback

1

Feedback/Comments
Please provide any feedback or comments for the proposer.

2

Today's Date

09/13/2026

DEANS

1

What is your decision regarding this Course Revision form? (Please select a radial button below and also choose the corresponding workflow action on the bottom of this form)

- ( ) Inter-Collegiate : General Education
- ( ) Inter-Collegiate : Honors Council
- ( ) Inter-Collegiate : Non-General Education
- ( ) Inter-Collegiate : Study Abroad
- ( ) Inter-Collegiate : Service Learning
- (•) Intra-Collegiate
- ( ) Small Change

2

Feedback/Comments
Please provide any feedback or comments for the proposer.

Approved

3

Today's Date

09/14/2026

Intra-Collegiate: School EPC Feedback (FOR CHAIR ONLY)

1

COMMITTEE MEMBERS: Please review the form. Once your review is complete, click "Continue Later" at the bottom of the page or "Exit" at the top right of the screen. Do not enter comments or submit the form.
CHAIR: At the committee meeting, present this form and enter the committee's comments into the comment box below, then click "Submit."

Approved as submitted

2

> Today's Date

09/21/2026