

**FINAL
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : April 2022

Programme : Diploma In Marketing (DMKT)

Course : **MKT2160: PROMOTION AND EVENT MANAGEMENT**

Date of Examination : August 4, 2022 (Thursday)

Time Start : August 4, 2022 (Thursday)@ 12.00pm

Time End : August 5, 2022 (Friday)@ 12.00pm

Duration : 24 hours

Special Instructions :

Answer ALL questions.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **NOR AFIDAH AZMI**

Chief Moderator : Cedric Choong

This paper consists of 5 printed pages, including the cover

DIPLOMA IN MARKETING (DMKT)
MKT2160: PROMOTION AND EVENT MANAGEMENT
FINAL ALTERNATIVE ASSESSMENT: APRIL 2022 SESSION
24 HOURS

Instructions:

- This paper consists of **FOUR (4)** case studies. Answer **ALL** questions in the case studies.
 - **DO NOT** copy paste the case study and instructions into your answer sheet.
 - **DO NOT** write back the questions. Only indicate which question you attempt. For example, Question 1, Question 2 etc.
 - All sources must be properly cited with citations and referencing list for each question.
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Case Study 1

The Live in Kuala Lumpur, promoted by PR Worldwide and AEG Presents, is Justin Bieber's first global outing since 2016/2017's 'Purpose World Tour'. The 'Justice World Tour' is named after Justin's latest smash hit album 'Justice', which was released in March 2021 and debuted as the most streamed album in 117 countries. Taking place from May 2022 through to March 2023, Bieber will tour five continents, travelling to over 20 countries and playing more than 90 dates, with more shows to be announced in Asia and the Middle East very soon.

Source: Wilson Ng. 2022. *Justin Bieber World Tour Live in Malaysia 2022 Tickets and Information*. [online] Available at: <<https://www.placesandfoods.com/2022/03/justin-bieber-world-tour-live-in-malaysia-2022-tickets-and-information.html>>

Question 1

Based on the case study, discuss FOUR (4) types of social media marketing that can use to promote entertainment events like the 'Justice World Tour' and their advantages. Provide relevant examples to support your answers.

(25 marks)

Case Study 2

According to Crimson Hexagon, it is estimated that the global sponsorship spending for 2016 exceeded \$60 billion, and in North America, 70% of that sponsorship money was spent on sports alone. We can see the impact of sports sponsorship in the case of Red Bull, a huge sports sponsor. In 2006, Red Bull bought the Metrostars, a Major League soccer team, and dubbed it “The New York Red Bulls”. Soccer in the U.S. was a sport that lacked the large following of the NFL, MLB, and NHL, but has now been gaining massive popularity among the 18 to 29-year-old demographic- a key target audience for Red Bull. In fact, Red Bull consumption is 63% higher among soccer viewers than other energy drinks.

It’s evident that certain brands can benefit a huge amount from sports sponsorships and targeted advertising in stadiums. Sponsorships between brands and teams/ athletes is a partnership where both brand and team benefit. It’s a win-win scenario and exposure to social media increases the longevity of these advantages. So everyone involved in the partnership is happy! The sporting committee benefits from a direct financial input, as well as from the endorsement provided through the sponsoring brand. In return, the brand receives huge global prime exposure and exclusive revenue.

Source: Visua. 2022. *The Benefits of Sports Sponsorships in the Digital Age of Visual Data*. [online] Available at: <<https://visua.com/the-benefits-of-sports-sponsorships-in-the-digital-age-of-visual-data>>

Question 2

Based on the case study, company who sponsor also receives benefit from the event. Discuss FOUR (4) different types of sponsorship in event where both brand and the event team can benefit from. Provide relevant examples to support your answer.

(25 marks)

Case Study 3

The popularity of virtual concerts increased as a result of the social distancing requirements of the coronavirus pandemic. Virtual concerts typically consist of one or more musicians performing to a video camera and audiences watch on their personal devices, such as laptops or smartphones. The video of the performance may be livestreamed to a viewing platform such as a social media website or it could be posted after recording as a pre-recorded performance. Several platforms exist for artists to stream their virtual concerts including YouTube, Facebook, Instagram, Twitch, and Zoom. Concerts on YouTube, Facebook, and Instagram could be livestreamed or pre-recorded while Twitch and Zoom typically offer only livestreamed content. The social media platforms often contain features that allow audience members to interact with each other and performers in ways that are distinct from the traditional live concert such as with a chat feature or reaction buttons. Many arts organizations also began to host livestreamed or pre-recorded concerts on their own websites to connect with audiences. Additionally, there were some new companies that formed during the lockdown to provide artists with additional platforms to monetize their performances (Breese, 2020).

Source: Swarbrick Dana, Seibt Beate, Grinspun Noemi, Vuoskoski Jonna K.. 2021. *Corona Concerts: The Effect of Virtual Concert Characteristics on Social Connection and Kama Muta*. [online] Available at: <<https://www.frontiersin.org/articles/10.3389/fpsyg.2021.648448/full>>

Question 3

Based on the case study, explain FOUR (4) organisational impact of virtual events. Provide relevant examples to support your answer.

(25 marks)

Case Study 4

Dubai government officials have revealed plans to expand the emirate's sporting facilities with an eye to bidding for a future Olympic Games. The National Olympic Committee of the United Arab Emirates previously opted out of a bid for the 2020 Olympic Games with the intention of placing a bid for the 2024 or 2028 Games instead. Ali Omar, Director of Dubai Sports Council sports development department, recently revealed that those intentions are still in place. "Hosting the Olympics is a dream," said Omar. "We hope to submit such a bid within the next eight years, God willing." Their Gulf Arab neighbours Qatar have been rumoured to also be considering a bid for the 2024 Games, for the city of Doha, following their success in securing the 2022 FIFA World Cup. Omar cited Qatar's success as an important factor that could help Dubai bring another major global event to the region. "Qatar's move has brought the world's attention to professional sports in the whole Gulf Arab region," said Omar.

Source: Avison. 2014. *Qatar inspires Dubai to bid for Olympics*. [online] Available at: <
<https://www.hostcity.com/news/event-bidding/qatar-inspires-dubai-bid-olympics>>

Question 4

Based on the case study, explain EIGHT (8) success factors to consider in compiling a bid for a sporting event. Provide relevant examples to support your answer.

(25 marks)

~ The End ~

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