

**FINAL  
ALTERNATIVE ASSESSMENT  
(COVER PAGE)**

Session	:	August 2020
Programme	:	Diploma in Marketing (DMKT)
Course	:	<b>MKT2160 : Promotion and Event Management</b>
Date of Examination	:	
Time Start	:	December 14, 2020 (Monday) @ 10:00am
Time End	:	December 15, 2020 (Tuesday) @ 10:00am
Duration	:	24 Hours
Special Instructions	:	This paper consists of <b>FOUR (4) case study</b> questions. Answer <b>ALL</b> questions
Material permitted	:	Nil
Material provided	:	Nil
Examiner(s)	:	<b>Muhammad Rajaie Mustafar</b>
Chief Moderator	:	Michelle Hoong

*This paper consists of 5 printed pages, including the cover*

DIPLOMA IN MARKETING (DMKT)  
MKT2160: PROMOTION AND EVENT MANAGEMENT  
FINAL ALTERNATIVE ASSESSMENT: AUGUST 2020 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**

When a major sponsor for the Rugby World Cup threw a beach party for the hundreds of journalists, broadcasters and media professionals who had gathered to cover the event, the world's press embraced the event and took part in the activities that had been organized for them. This event would give the media access to the players in the England team in a more relaxed environment, but to what extent did they realise that the party was part of the sponsor's elaborate PR plan and that their principal aim was to gain minutes of TV coverage and pages of free write-ups in leading magazines, newspapers and websites? Not only were the press and England players invited, the sponsor also took the opportunity to include a number of their customers who had entered competitions as part of the sales promotion campaigns.

Source: Bladen, C., Kennell, J., Abson, E. and Wilde, N., 2018. *Events Management*. 2nd ed. Abingdon: Routledge.

**Question 1**

Based on the case study, discuss several media that can be used to promote mega events like the Rugby World Cup and their advantages. Provide relevant examples to support your answers.

(25 marks)

## Case Study 2

According to the EventView 2006 study from George P. Johnson Co. and MPI, 81% of businesses are turning to event marketing to make a meaningful impact on consumers, and a quarter of respondents say event marketing provides the greatest ROI. Recent event marketing campaigns show how engaging events can be. For example, the campaign created this summer by TBA Global Events for the famous ice-cream maker Ben & Jerry's. The "Random Acts of Cone-ness" campaign had helped Ben & Jerry's to introduce its new waffle cone. In Chicago, New York and San Francisco, Ben & Jerry's distributed 50,000 full-size samples per market and generated nationwide media coverage. The company is famed for its socially responsible operations and light-hearted marketing. Ben & Jerry's not only handed out cones in busy downtown, but also distributed the treats at firehouses, police stations and children's hospitals.

Source: Special Events. 2006. *Event Marketing Takes Products To People*. [online] Available at: <<https://www.specialevents.com/content/event-marketing-takes-products-people>>

### Question 2

Based on the case study, discuss how the company can utilize marketing communication mix for promoting its event. Provide relevant examples to support your answer.

(25 marks)

### Case Study 3

Sustainability in event planning is a strong trend currently. Sustainability is often defined as meeting the needs of the present without compromising the ability of future generations to meet theirs. Sustainability has four main pillars; economic, environmental, social, and cultural. Environmental initiatives for the meeting industry have been around for a long while. The 2009 Climate Change Conference in Copenhagen presented various “greening” actions to reduce the carbon footprint of this event with 33,000 participants. Water bottles were eliminated, locally-sourced vegetarian food was offered, participants received free tickets for public transportation and flights were offset. Advice on how to reduce the carbon footprint of events can be easily found in the Internet. Many events leave a strong social legacy in the destination where they are organized. A very nice way to take all aspects of sustainability in event is to include the United Nations Sustainable Development Goals in event planning and start reporting how event addresses these challenges locally.

Source: MPI. 2020. *The Road To Sustainability In Events*. [online] Available at: <<https://www.mpi.org/blog/article/the-road-to-sustainability-in-events>>

### Question 3

Based on the case study, explain the impact of events toward the four main pillars of sustainability (economic, environmental, social and cultural). Provide relevant examples to support your answer. (25 marks)

### Case Study 4

Every two years, cities around the world make bids to the International Olympic Commission (IOC) to host the Olympic Games. Originally most Olympics games, especially the Winter Olympics, were selected on the strength of being a popular place for winter sports like a ski resort. Today, cities are selected through a much more rigorous process. Any city that wants to host the Olympic Games puts in its name to the IOC and is considered an "Applicant City." The costs for bidding for the games is incredibly high. Bid committees must pay an application fee (The fee for hosting the 2012 Olympics was \$150,000 U.S.), to the IOC. If the Olympics are so expensive, why do cities want to host the games? Cities bid for the Olympics for a variety of reasons: the desire to show pride in their city and their country, the eagerness to be in the international spotlight for two weeks, the opportunity to bring new jobs into the community, and to build up tourism to that city.

Source: Teacher.scholastic.com. 2020. *How Olympic Locations Are Chosen | Go For The Gold Student Activity | Scholastic.Com.* [online] Available at:  
<[http://teacher.scholastic.com/activities/athens\\_games/backyard.htm](http://teacher.scholastic.com/activities/athens_games/backyard.htm)>

### Question 4

Based on the case study, explain the key success factors when compiling a bid for a sporting event. Provide relevant examples to support your answer.

(25 marks)

~ The End ~

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