

## Coordinate Marketing Activities – Review of Emerging Mediums

### Hospitality and Tourism Management

College Freshman-Sophomore

Objective	To identify ways that event organizers could use Wikia for marketing, promotions and public relations.
Materials	Computer Lab Internet access Data projector and screen (borrow from library) Laptop (LH) Whiteboard and markers Butchers paper and markers for teamwork
Note to teacher	Ensure the Wikia site is available
Procedure	<ol style="list-style-type: none"><li>1. Teacher to log on to <a href="http://www.wikia.com">www.wikia.com</a></li><li>2. Click on create a wiki – video tour</li><li>3. From wikis to Wikia – play to class via data projector so students have an understanding of the terminology and uses</li><li>4. Get students to log onto Wikia website</li><li>5. What do you love? (top right hand side) – enter ‘event management’</li><li>6. Search for / Advanced search – ‘events’</li><li>7. Click on the following to review and give you some ideas on how Wikia could be utilized within marketing, promotions and public relations:<ul style="list-style-type: none"><li>• Events</li><li>• Conferences</li><li>• Barcelona</li></ul></li><li>8. Once students have an understanding of wikis and Wikia divide them into teams (4-5) and hand out butchers paper and pens for brainstorming</li><li>9. The students are to complete two tasks:<ul style="list-style-type: none"><li>• First, identify ways that event organizers could use Wikia for marketing, promotions and public relations.</li><li>• Second, complete a SWOT analysis on using Wikia for Tourism, Cultural, Business and Sporting events.</li></ul></li><li>10. Once completed, the teams are to present their ideas to the class for discussion</li></ol>
Evaluation	The students will be evaluated on: <ul style="list-style-type: none"><li>• Creativity</li><li>• Team work</li><li>• The number of great ideas</li><li>• Identification of strengths, weaknesses, opportunities and threats for use of this medium in the events sector</li></ul>

*(Created by Lisa Hamilton)*