

The Role of Exhibitions in the Marketing Mix

Course Introduction

Introduction into the UFI online course

Welcome to the online course of UFI —The Role of Exhibitions in the Marketing-Mix. This is an updated version, which is based on the first online course produced in 2005. However, the content is fundamentally extended and the used figures are updated.

This online course is directed to:

- lecturers who want to introduce the topic "fairs and exhibitions" to marketing and communications type classes,
- students who want information about trade fairs as a marketing instrument and
- personnel of exhibiting organisations who want to learn about the benefits of participating in trade fairs.

The online course includes four components.

1. The core element of the course is the PDF-file. The exhibition content is comprehensively described in seven chapters. In the first three Chapters general information about trade fairs and the exhibition industry is presented (definitions, integration into the marketing mix, historical background, and benefit of trade fairs). The essential features of the participation in trade fairs are described in Chapters IV - VI. Finally, Chap. VII includes an outlook into the future of the exhibition industry.
2. A PowerPoint presentation was designed based on this paper. The ppt-slides correspond to the pages of the PDF-version. The slide numbers are repeated on the PDF-pages. This ppt-version can be used at free disposal and can be easily modified by the instructor.
3. Most of the PDF-version is also presented in a web based training tool (WBT-tool). This tool is supplemented with video clips, audio explanations and tests. The student can download the WBT-tool and play it offline as an html-version. The tests are self explaining. The motivation for reading and understanding increases.
4. The 4th part of the online course includes two case studies. The first case study deals with the benefit of exhibitions and trade shows for the particular region. Its headline is: "Benefit of exhibitions: Settlement of a new exhibition company". In the center of the second profound case study stands the real existing Russian company Kovcheg. The management tries to open the West European market and intends to visit a trade show. Consistently the case study is named: "Kovcheg – Opening new European markets - Participation in a trade show". The case studies include assignments and the respective solutions, hints for students and lecturers and additional questions. The case studies use the material of the PDF-version, but go beyond the contents.