HTMT 362-01, Spring 2019, Full Term

EVENT MANAGEMENT

Location: Beatty Center 216
Thursday 5:30p – 8:15p

Instructor: Alan Kleinfeld
Office: Virtual
Email: kleinfeldal@cofc.edu OR alan.kleinfeld@gmail.com

Office hours: By appt. only

Course prerequisites: HTMT 210 or ARTM 200 & ACCT 203; Junior Standing

Course Description:
This course focuses on the cultural origins and significance of celebration within society; an introduction to management of special events and festivals from initial planning through delivery; questions of event feasibility; costing and financial management; assessing and meeting communication objectives; merchandising and marketing; staffing and task analysis; safety and security; debriefing and evaluation.

Recommended Text (Not Required. Ebooks may be available):


Recommended Equipment (Not Required): Laptop, wifi capable.

Learning Objectives:

By the completion of this course, you will be able to successfully demonstrate that you can:

1. Identify at least five different types of special events.
2. Describe the components of an event sponsorship proposal.
3. Explain how to integrate the five senses into an event design.
4. Explain the relationship between project management and event planning.
The SB learning goals are:

COMMUNICATION SKILLS: Students demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

QUANTITATIVE FLUENCY: Students demonstrate competency in logical reasoning and data analysis skills.

GLOBAL AND CIVIC RESPONSIBILITY: Students identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students integrate knowledge and skills in addressing these issues.

INTELLECTUAL INNOVATION AND CREATIVITY: Students demonstrate their resourcefulness and originality in addressing extemporaneous problems.

SYNTHESIS: Students demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

GRADE BASIS

Assignments/Weights:
Students will receive a grade based on:

- Participation 10%
- In-class Assignments 10%
- Events 50%
  - Event proposals & presentations 10%
  - Event evaluations
    - Professor evaluation 10%
    - Peer evaluation 10%
  - Event Portfolios

TOTAL 100%

Descriptions of Assignments/Grade Elements:

Participation (10%) (Individual)
This grade is comprised of:
- Attendance - based on not only your attendance at a % of available classes attended over the semester, but being on-time to class, and staying the full time.
- Preparation for class – Coming to class prepared (having read the materials), contributing to discussions, answering and asking questions.
- Attitude - + for a positive one, - for a negative or apathetic one.
In-Class Assignments (10%) (Individual & Group)
Periodically, assignments will be completed, either in-class or in lieu of class and may be individual or group assignments. Many of these assignments will be hands-on activities designed to apply what you have learned about the topic being taught that day/week. In-class assignments are due at the end of class. This grade is based on participating actively in the in-class activity, completing it fully, and applying what has been learned in class to it. If you arrive after the in-class assignment is completed or leave class early unexcused (whether or not the in-class assignment is completed), you will not receive credit for the in-class assignment on that day.

If an absence is excused, you will not be responsible for the assignment, and your grade will be calculated without it (making all the others worth more points). If an absence is unexcused, you will receive a “0” and have no opportunity to make up missed in-class assignments or quizzes. Please do not put names of absent classmates on in-class assignments or everyone on that assignment will receive a “0”.

Event Proposal & Presentation (10%) (Group)
The class will be divided into teams and each team will conceptualize and pitch an event concept for two events: (1) a Dining Etiquette event on Monday, November 12 and (2) a second event on Monday, October 8. As both events are during class time, students are expected to be at both events. Failure to attend and participate actively in both events will seriously affect your course grade. Please arrange your schedules accordingly.

You will come up the concept for the first event that meets the strategic need explained in class. Groups should create (a) a visual presentation and (b) a written proposal (2-3 pages) that “pitches” your event idea. You will then get feedback on event concepts. The professor will greenlight an event concept (which may be one that was pitched or an amalgamation of parts of multiple pitches). The event concepts must be approved by the professor before the class may proceed with event planning.

Professor Evaluation (10%)
The professor will evaluate each group based on the planning, execution, and follow-up of the event. A portion of the evaluation will be the same for all group members and a portion will be unique to each individual. The professor’s evaluation will necessarily be based on both first-hand knowledge and perception, so it is to each group’s advantage to keep the professor well informed along the way of successes, challenges, roadblocks, and communication issues. Elements of the evaluation may include:
- Professionalism—in communication, teamwork, deliverables, and commitment
- Ability to match event components to the strategic need of the event
- Event marketing—materials, consistency, branding, messaging, effectiveness
- Communication—with and between each other, with the Client, with vendors/suppliers
- Quality of event planning and logistics
- Attendance at the event

Peer Evaluation (10%) (Individual)
Each individual will submit a peer review for all other members of their group re: the group project/presentation. Note: the peer evaluation is a specific form. It can be found on D2L.

Event Portfolio (50%) (Individual)
The event portfolio is a 3-ring binder with examples of your expertise in events. This is what you would take to a meeting with a prospective event client if you were an event planner. It shows examples of events you have planned (so you will have the two we plan in class this semester) as well as highlighting your unique style and expertise. As we learn about different event planning elements and as you plan different aspects of events, you will add to your portfolio. You will also make it uniquely yours by adding your own outside experiences, photos, fabric swatches, and other elements that will distinguish you from your classmates. Portfolios are not pages of words. They are highly visual—so although you will include a sample budget, portfolio, etc., you should be taking plenty of photos this semester so you can include those as well.

Minimal (read: Grade C portfolio) components should include:

- Event proposal
- Event design – sketch, CAD design, mock-up, fabric swatches, mini idea board, etc.
- Event marketing materials – flyers, other marketing materials, photos of guerrilla marketing tactics in action, etc.
- Event venues – photos or sales brochures of favorite event venues, site inspection checklist, photos of event venues fully decked out for events
- Event budget – spreadsheet showing projected v. actual
- Event sponsorship – examples of creative event sponsorship, your ideas for event sponsorship (may have to borrow some ideas here since we are limited on getting actual event sponsors)
- Event planning – event planning materials and photos all along the event planning timeline – from event concept through event execution.
- Event evaluation – the instrument (survey, questionnaire, etc.) that you used to evaluate the success of your event, the tabulation of the event instrument results with recommendations for future events based on the results (important: pie charts, graphs are very helpful here – use Excel to its fullest).
- Event Trends – What’s next in events? What cutting edge ideas will you be able to offer event clients?

Go above and beyond these basic elements for more than a minimal passing grade. Be creative! Portfolios will be presented to the class and the professor at the end of the semester.

Course grading scale:

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<th>Grade</th>
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<tr>
<td>A</td>
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<td>B</td>
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College of Charleston Honor Code and Academic Integrity
Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved.

Incidents where the instructor determines the student’s actions are related more to a misunderstanding will handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration--working together without permission--is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the Student Handbook at http://studentaffairs.cofc.edu/honorsystem/studenthandbook/index.php

Disability Statement from the SNAP Office
Students approved for SNAP Services are instructed to meet with each of their professors during the first two weeks of classes or as soon as they are approved for services to discuss accommodations and present a copy of their SNAP-issued Professor Notification Letter (PNL). Though it is the student’s responsibility to initiate discussion regarding
accommodations that may be needed, an announcement on your syllabus or in class encouraging them to do so would be helpful. Students will feel more comfortable about identifying themselves as having a disability if they are approaching someone they believe to be receptive to the discussion. Such an invitation can go a long way toward encouraging students with a disability to approach the instructor early in the course.

- The College will make reasonable accommodations for persons with documented disabilities. Students should apply at the Center for Disability Services / SNAP, located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsibility for notifying me as soon as possible and for contacting me one week before accommodation is needed.

Course Policies

Policy on making up work:
If your absence is excused, you have one week from the date absent to make-up any assignment or test missed. If your absence is not excused, you may not make up any assignment or test missed. If you fail to show up for a test or exam without making prior arrangements to take it early or make it up, you receive a 0 on that test or exam.

Attendance policy for this course:
This is an upper-level course and you are adults. Thus, you are expected to meet your obligations (as you will be expected to in the real world), including attending all classes. You are also expected to model ethical behavior by being honest in all actions and deeds. Thus, it is up to you to meet your obligations and come to class—or not, as you see fit. And if you feel compelled to explain to me why you missed (not necessary – you are an adult), you are expected to be honest—and respectful. However, Assignments (including in-class), presentations, exams will not be excused or allowed late without a valid medical or similar excuse.

Classmate Contacts:
If for any reason you miss a class session, it is your responsibility to arrange with a fellow student in advance to collect any handouts for you, as well as inform you of any important announcements and provide you with copies of notes.

(This syllabus is subject to change; please check the most recent version in OAKS)