HTMT | ARTM 362 EVENT MANAGEMENT

LOCATION:
ONLINE @ https://cofc.zoom.us/my/clement.classroom
Education Center 103 (when classes resume), MWF 11:00 – 11:50
Conference Team: Mondays in class
Guest Speakers: Wednesdays
(online & limited audience in class)
Webinar Team: Fridays in class
(This syllabus is subject to change; please check the most recent version in OAKS)

Instructor: Jeremy Clement, MBA, PMP
Office: Beatty 332
Office Telephone: 953-5455
Email: Clementj@cofc.edu

Office hours: MW 11:00 to 1:00, Thursday 1:00 to 3:00
(by appointment only please)
*On campus & available M-F by appointment (Always call, email, or text 1st!)

Course prerequisites: HTMT 210 or ARTM 200 & ACCT 203; Junior Standing; or permission of the instructor

Course Access:
Until such time as we are allowed back to campus, use the Zoom link below (and above) to access the course. Once we are back to class, you will use the same link whenever you are not expected in the classroom. Ultimately, if on campus instruction is not able to occur, this link is your primary access to course sessions and materials.

To Join Class Online:
https://cofc.zoom.us/my/clement.classroom
Meeting ID: 857 702 4225
One tap mobile
+13017158592,,8577024225# US (Germantown)
+13126266799,,8577024225# US (Chicago)

Dial by your location
+1 301 715 8592 US (Germantown)
+1 312 626 6799 US (Chicago)
+1 646 558 8656 US (New York)
+1 253 215 8782 US (Tacoma)
+1 346 248 7799 US (Houston)
+1 669 900 9128 US (San Jose)
Meeting ID: 857 702 4225
Find your local number: https://cofc.zoom.us/u/abhc6Tk5rt

If you miss a live session of the course, you will be required to contact me via email and explain your absence. You will then be provided a link for the recording of that session. Without proper notification or communication, you will not automatically have access to previous course sessions. While I realize some of you will miss class occasionally, I expect a respectful approach to communicate and limit those absences. Given the circumstances, your presence in the Zoom classroom is especially critical to our learning experience.
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.

This course provides a broad overview of the events industry and profession; including roles and responsibilities, event and special event history, vernacular, concepts, theory and planning/production processes and cycle(s). This course introduces students to the methods and techniques utilized in planning, promoting, and delivering major events and the role of events in generating a tourism market. This is a theory-based, hands-on course that incorporates guest speakers and additional industry engagement via assignments and coursework alignment whenever possible.

SB Learning Goals:
COMMUNICATION SKILLS: Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.
QUANTITATIVE FLUENCY: Students will demonstrate competency in logical reasoning and data analysis skills.
GLOBAL AND CIVIC RESPONSIBILITY: Students will be able to identify, and define social, ethical, environmental and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues.
INTELLECTUAL INNOVATION AND CREATIVITY: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.
SYNTHESIS: Students will 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.

Learning Objectives:
Upon completion of this course, the student will be able to:
1. Discuss the economic, social, and political impact of events on a community.
2. Identify the role of the events in promoting tourism.
3. Describe the role of the Event Manager and the planning committee.
4. Identify criteria utilized in the selection of a site, organizing a budget, and the financial management of an event.
5. Plan, select, and schedule activities, organize volunteers and staff, and promote an event.
6. Understand the EMBOK framework and how each core theme relates to process of planning an event.

The students will develop effective communication skills through writing assignments, in class discussions and concept presentations; students will hone quantitative fluency skills as they develop, design, plan, compare and analyze an event of their own design; discussing various roles and the associated responsibilities of the Event Manager and how events play a vital role in philanthropic efforts worldwide will enhance the students’ sense of civic responsibility and discussion of the field of event management, both ethically and culturally, around the world and across multiple industries will help the students learn and understand global responsibility; the tools, techniques, practices and principles of event management as well as the hands on class work, challenging homework assignments and semester project will show students intellectual innovation and creativity; finally, via the introduction to and discussions with numerous event managers, planners, and other event-related professionals, students will learn the concept of synthesis within all sectors of the event management discipline.
Learning methods: The first goal of this course is to conceptually familiarize the students with the field of Event Management and the EMBOK framework, and to provide a basic understanding of how these practices and principles can be applied to other business and tourism industry-related work. The second goal is to give the students hands-on experience in developing, organizing and planning an event via the use of collaborative group project work and direct interaction with event management professionals.

Students will be expected to be active participants in their learning. The course will encompass lectures and instructor-led work exercises focused on applying the concepts and principles discussed in class. The students will have the responsibility to learn how to use OAKS and other apps and tools that will facilitate their class and project work, and provide them with creative means by which to formulate and present their event project. There will be a mid-term and final exam, numerous homework assignments based in providing qualitative feedback regarding guest speakers, and other in class assignments that will complement a semester-long event planning project. This course focuses a lot on challenging and constructive discussion, class work and homework.

Recommended Text (Not Required):


Academic Integrity: The College of Charleston’s Honor Code is in effect in this course. If you are unclear about what constitutes cheating, please see the Instructor.

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 F is permanent. 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/honor-system/studenthandbook/index.php
<table>
<thead>
<tr>
<th></th>
<th># of Units</th>
<th>Score</th>
<th>Total</th>
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<tbody>
<tr>
<td>Homework</td>
<td>4</td>
<td>40 ea.</td>
<td>40</td>
</tr>
<tr>
<td>Speaker Reviews</td>
<td>12</td>
<td>5 ea.</td>
<td>60</td>
</tr>
<tr>
<td>Mid Term Exams</td>
<td>1</td>
<td>50</td>
<td>50</td>
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<tr>
<td>Virtual Event Planning Project/Final</td>
<td>1</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Participation</td>
<td></td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>300</td>
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</tbody>
</table>

**Participation:** We are all learners and we can learn a great deal from each other if we are actively participating. As the instructor, I am merely facilitating your learning. Thus, you are expected to contribute. The HTM industry requires an outgoing personality and the ability to interact with people. Show, or develop, this side of your personality in class. Active participation (i.e. your willingness and enthusiasm for contributing to class discussion, as well as the quality of your contribution) will result in a positive participation grade. The professor will track every student’s class participation (e.g. asking a question, answering a question or expressing an opinion in the class). *Approx. 20%* of your overall grade will be based on class participation and attendance (*according to the professor’s discretion – your participation in group work for the project will weigh heavily as well).

Lack of preparation or consistent poor attendance, which results in lack of participation, will ultimately result in a poor participation grade. In class assignments and quizzes will not be announced in advance and no opportunities to make-up missed assignments will be provided. If you provide sufficient advance notice and an acceptable reason (not an excuse) for missing a class, I will work with you – but you will not be able to obtain full credit for any missed work. Regardless, students are expected to come to class prepared to discuss the subject matter and materials listed in the syllabus and provided on OAKS or in class.

**Homework:** Homework will be assessed as a cumulative grade comprised of some combination of the following options. All options are worth 10 points. Options 3-5 may be taken more than once for additional credit towards the cumulative homework grade. Details on each assignment are available on both OAKs and the shared Drive under Homework Options.

**Homework Options:**
1. Attend a Virtual Event & Provide a Report of the Experience (*unlimited)
2. Volunteer at an Event (virtual or in-person) & Provide a Report of the Experience (*unlimited)
3. Write a Research Paper relative to the course content (min. 2 cross-references, at least 1 must be academic in nature) (*only once for credit)
4. Conduct an Industry Interview & Write a Synopsis – must include Q&A and Synopsis for full credit (*only once for credit)

**Speaker Review:** During the semester we will be hearing from a wide variety of industry professionals who manage, plan or supervisor events in a variety of ways. You will be asked to respond to each speaker’s lecture via a pre-developed response form. These responses are individual in nature and will require reflective thought and analysis of the topics presented in class. You will receive 5 points for each review but only 60 points are necessary to gain 100% credit…this means you have 1 freebie, use it well!

**Semester project:** Each student will have an opportunity to select an event to work on during the semester. Options may include 1) a virtual academic conference, 2) a series of association meetings (primarily taking place online), or 3) an association conference (format TBD – will likely be planned for both in-person and virtual options). Once assigned, the individual teams will work with Professor Clement and any additional stakeholders to plan, develop and deliver.
the event selected as a team unit. Students will be assume specific roles and will assist in
determining and assigning duties and responsibilities related to managing the event. The
components of your assessment may follow a rubric such as:

✓ Report & Event Execution     50 Points ✓ Event Evaluations     15 Points
✓ (Elements & Quality)          ✓ Professor Evaluation 15 Points
✓ Peer Evaluation               20 Points

**Exams:** If you miss a progress test without a valid excuse, you will receive zero credit for the
test. With a valid excuse (Instructor’s discretion) you will be provided with an opportunity to
make up the lost points (actual make-up assignment will be determined when this becomes an
issue – I would encourage you not to miss the test, the make-up will be much more difficult). If a
second test is missed you will receive zero credit for both tests.

Exams will take the form of short answer, introspective concept application, conceptual or
process mapping, and/or multiple choice questions. All exams are to be completed individually,
no group work is allowed for this work…ever.

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

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**Center for Student Learning:** I encourage you to utilize the Center for Student Learning’s (CSL)
academic support services for assistance in study strategies and course content. They offer
tutoring, supplemental instruction, study skills appointments, and workshops. Students of all
abilities have become more successful using these programs throughout their academic career
and the services are available to you at no additional cost. For more information regarding these
services please visit the CSL website at [http://csl.cofc.edu](http://csl.cofc.edu) or call (843)953-5635.

**Schedule:** updated schedule can be viewed in Syllabus in OAKS.

**Presentations:** Presentation materials used in class and handouts will be available under
Presentation Notes in OAKS.

**Net Etiquette Expectations:**
You are expected to follow professional **synchronous** *(i.e. expected to login DURING the
scheduled course timeframe)* net-etiquette:

- Have relevant materials ready prior to the scheduled Zoom meeting date/time.
- Join the Zoom meeting on time (or even better if a minute or two early) *when possible*
- Be presentable (no PJs!).
- Video ON and try to stay in one spot during the Zoom meeting (send comment to
  professor if you need to be excused and turn video off while gone).
- If using a virtual background, ensure that it is professional and not distracting.
- Unless presenting, stay muted until you have the need to interact. Use Zoom “hand up”
tool to prompt host that you would like to participate.
- Find the quietest spot for Zoom meeting possible. *Uncontrollable circumstances are
  understood.*
- Be polite and wait until host recognizes you before engaging (i.e. professor, guest
  lecturer, or fellow student)
**Draft Syllabus Only**

**Subjects & Speakers Change by Semester**

<table>
<thead>
<tr>
<th>ID</th>
<th>Day</th>
<th>Date</th>
<th>Content</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Wednesday</td>
<td>8.26</td>
<td>Welcome &amp; Introduction</td>
<td>Welcome &amp; Syllabus Review</td>
</tr>
<tr>
<td>2</td>
<td>Friday</td>
<td>8.28</td>
<td>Event Management Intro &amp; Industry</td>
<td>History &amp; Careers, EMBOK Framework</td>
</tr>
<tr>
<td>3</td>
<td>Monday</td>
<td>8.31</td>
<td>Event Management Intro &amp; Industry</td>
<td>Team Building Activity</td>
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<tr>
<td></td>
<td>Wednesday</td>
<td>9.2</td>
<td>Event Management Intro &amp; Industry</td>
<td>Guest Speaker: Gillian Zettler &amp; TeamCW+F</td>
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<tr>
<td>4</td>
<td>Friday</td>
<td>9.4</td>
<td>Event Management Intro &amp; Industry</td>
<td>Semester Project Discovery</td>
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<tr>
<td>5</td>
<td>Monday</td>
<td>9.7</td>
<td>Event Administration</td>
<td>Semester Project Discussion/Team Development Tools &amp; Technology Administration &amp; Teambuilding</td>
</tr>
<tr>
<td>6</td>
<td>Wednesday</td>
<td>9.9</td>
<td>Event Administration</td>
<td>Guest Speaker, Kenda Sweet Owner: Kenda Sweet Events</td>
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<tr>
<td>7</td>
<td>Friday</td>
<td>9.11</td>
<td>Event Administration</td>
<td>Strategic Planning ; In Class Project Work</td>
</tr>
<tr>
<td>8</td>
<td>Monday</td>
<td>9.14</td>
<td>Event Administration</td>
<td>Finance &amp; HR</td>
</tr>
<tr>
<td>9</td>
<td>Wednesday</td>
<td>9.16</td>
<td>Event Administration</td>
<td>Guest Speaker: Chelsye Harp, Owner, Intrigue Design &amp; Events</td>
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<tr>
<td>10</td>
<td>Friday</td>
<td>9.18</td>
<td>Event Administration</td>
<td>In Class Project Work</td>
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<tr>
<td>11</td>
<td>Monday</td>
<td>9.21</td>
<td>Event Administration</td>
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<tr>
<td>12</td>
<td>Wednesday</td>
<td>9.23</td>
<td>Event Administration</td>
<td>Guest Speaker: Patrick Judge, Program Manager, Destination South Meetings &amp; Events</td>
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<tr>
<td>13</td>
<td>Friday</td>
<td>9.25</td>
<td>Event Administration</td>
<td>In Class Project Work</td>
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<tr>
<td>14</td>
<td>Monday</td>
<td>9.28</td>
<td>Event Administration</td>
<td>Time &amp; Stakeholder Mgmt</td>
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<tr>
<td>15</td>
<td>Wednesday</td>
<td>9.30</td>
<td>Event Design</td>
<td>Site Visit: William Aiken House (King St) PPHG with Carly Terrier, Event Manager</td>
</tr>
<tr>
<td>16</td>
<td>Friday</td>
<td>10.2</td>
<td>Event Design</td>
<td>Content, Themes &amp; Environment</td>
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<tr>
<td>17</td>
<td>Monday</td>
<td>10.5</td>
<td>Event Design</td>
<td>Production &amp; Catering</td>
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<tr>
<td>18</td>
<td>Wednesday</td>
<td>10.7</td>
<td>Event Design</td>
<td>Guest Speaker, Rebecca Gosnell, Owner, GoCo Events</td>
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<tr>
<td>19</td>
<td>Friday</td>
<td>10.9</td>
<td>Midterm Exam</td>
<td>Midterm Exam In Class</td>
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<tr>
<td>20</td>
<td>Monday</td>
<td>10.12</td>
<td>Event Marketing</td>
<td>Marketing Plan &amp; Promotions</td>
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<tr>
<td>21</td>
<td>Wednesday</td>
<td>10.14</td>
<td>Event Marketing</td>
<td>Guest Speaker: Abby Parks, Director of Special Events, Hollings Cancer Center</td>
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<tr>
<td>22</td>
<td>Friday</td>
<td>10.16</td>
<td>Event Marketing</td>
<td>Materials, Tools, PR, Sales &amp; Sponsorship</td>
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<tr>
<td>23</td>
<td>Monday</td>
<td>10.19</td>
<td>Event Marketing</td>
<td>Key Issues in Event Production</td>
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<tr>
<td>24</td>
<td>Wednesday</td>
<td>10.21</td>
<td>Event Operations</td>
<td>Guest Speaker:</td>
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<tr>
<td>25</td>
<td>Friday</td>
<td>10.23</td>
<td>Event Operations</td>
<td>In Class Project Work</td>
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<tr>
<td>26</td>
<td>Monday</td>
<td>10.26</td>
<td>Event Operations</td>
<td>Stakeholder Communications &amp; Project Management</td>
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<tr>
<td>27</td>
<td>Wednesday</td>
<td>10.28</td>
<td>Event Operations</td>
<td>Guest Speaker:</td>
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<tr>
<td>28</td>
<td>Friday</td>
<td>10.30</td>
<td>Event Operations</td>
<td>Stakeholder Communications &amp; Project Management</td>
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<tr>
<td>29</td>
<td>Monday</td>
<td>11.2</td>
<td>Event Operations</td>
<td>Logistics, Site Selection, Technical Issues</td>
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<tr>
<td>30</td>
<td>Wednesday</td>
<td>11.4</td>
<td>Event Operations</td>
<td>Guest Speaker: Augusta Cole Easton Events</td>
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<tr>
<td>31</td>
<td>Friday</td>
<td>11.6</td>
<td>Event Operations</td>
<td>Logistics, Site Selection, Technical Issues</td>
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<td>Date</td>
<td>Day</td>
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<td>Topic</td>
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<tr>
<td>11.9</td>
<td>Monday</td>
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<td>Event Operations</td>
<td>In Class Project Work</td>
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<td>11.11</td>
<td>Wednesday</td>
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<td>Event Operations</td>
<td>Guest Speaker: Dave Scypinski</td>
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<td>Conference Direct</td>
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<td>11.13</td>
<td>Friday</td>
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<td>Risk Management</td>
<td>In Class Work</td>
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<tr>
<td>11.16</td>
<td>Monday</td>
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<td>Risk Management</td>
<td>Decision-making, Emergency Mgmt &amp; Security</td>
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<td>11.18</td>
<td>Wednesday</td>
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<td>Risk Management</td>
<td>Guest Speaker: Gillian Zettler &amp; Team</td>
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<td>CW+F</td>
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<td>11.20</td>
<td>Friday</td>
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<td>Risk Management</td>
<td>Health &amp; Safety</td>
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<tr>
<td>11.23</td>
<td>Monday</td>
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<td>(LAST DAY OF ON-CAMPUS CLASSES)</td>
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<tr>
<td>11.25-29</td>
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<td>THANKSGIVING</td>
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<td>Monday</td>
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<td>Risk Management</td>
<td>Insurance &amp; Legal</td>
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<tr>
<td>12.2</td>
<td>Wednesday</td>
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<td>Course Review</td>
<td>Class wrap up &amp; Final Exam Review</td>
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<td></td>
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<td>(LAST DAY OF CLASSES)</td>
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<tr>
<td>12.7</td>
<td>Monday</td>
<td></td>
<td>READING DAY</td>
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<tr>
<td>12.6</td>
<td>Friday</td>
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<td>Final Exam</td>
<td>Beatty 320 from 8:00 a.m. – 11:00 a.m.</td>
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