

Spring, 2021 HTMT 360
EVENT PRACTICUM:
SENIOR SHOWCASE
Location: Online | Virtual

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

Instructor:

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Office hours:

MW 9:00-11:00, Thursday 1:00 to 3:00 (by appointment please)

*On campus & available M-F by *appointment* (Always call, email, or text 1st!)

Course prerequisites: HTMT 362

Course Description:

This is a practicum course focused on the review, implementation, execution, and evaluation of The Senior Showcase virtual event to be held from February 15th – April 30th, 2021 in conjunction with the College of Charleston Career Center Spring 2021 Career Fair & Employer Info Sessions. Students taking this course will be responsible for assuming a pre-existing strategic plan and developing the operational plans necessary to execute the event. We will establish an organizational structure, our best method for communications/information sharing, and then we will implement and execute this multifaceted career fair and all ancillary activities.

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:

1. Research and modify, as necessary, an existing event plan to ensure successful execution of the event
2. Learn about & conduct the planning, implementation, execution and evaluation phases of a complex, 'corporate' type event.
3. Apply the principles and best practices of event management to the execution of a major regional event.

4. Understand and manage the sponsorship and partnership relationships inherent in this event work and develop strong process and structures to ensure proper communication and stakeholder satisfaction.
5. Improve scoping, planning and project management skills through the integration of tools and techniques of PM applicable in an event management setting.
6. Introduce students to new and innovative event management tools and techniques and provide hands on experience in testing and utilizing tools and methods.
7. Provide a challenging course for upper-division hospitality and tourism majors that will also provide practical experience and serve both the local community through offering employment opportunities and also our industry and department.

The students will develop effective **communication skills** through the research, implementation, utilization and modification of best practices with multiple stakeholder groups, including but not exclusive to: team members, project manager (instructor), production partners (CofC student participants), venue management, and potential and existing attendees; students will hone **quantitative fluency** skills as they research, plan, compare, adjust, and analyze an event throughout the course; discussing the role and benefit of an event such as this to our local industry and residents will enhance the students' sense of **civic responsibility**; application of the tools, techniques, practices and principles of event management as well as the hands on work, challenging real-world, real-time environment, and final event evaluation and project plan deliverable will show students **intellectual innovation and creativity**; finally, **synthesis** will be consistently demanded of each student as they integrate various skills and directly plan, implement, and manage the event.

Learning methods: The first and primary goal is to give the students **hands-on experience** in utilizing Event & Project Management tools and techniques in the execution of a major College event. Students will have the opportunity to review actual event management documentation, a pre-existing strategic event plan, and all existing processes and event documentation to assess their own knowledge and to determine what will be required of them to succeed. Students will be expected to be active participants in their learning. The course will involve virtual and real-time team meetings, collaborative documentation of work & work directly related to the execution of our event on Tuesday, February 12th, which all students of the course will be required to participate in. The students will have the responsibility to learn how to use OAKS and other software such as Google Drive. There will be ample hands-on work, with presentation/communication requirements before, during and after the event and a final event plan due upon successful execution of the event. **This course focuses *primarily on successfully executing a major event.***

Recommended Text (Required): N/A

*****All students will be required to become very familiar with the existing planning documents and all available information to participate*****

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 be 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/honor-system/studenthandbook/index.php>

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.

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> or call (843)953-5635.*

Grading Scale & Assignments:

Assignment	Total
Presentations/Communications	50

Attendance/Participation	50
Final Event Report	50
Peer & Stakeholder Evaluations	50
Total	200

Attendance and 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. Your active and consistent participation in the work of this course and execution of this event will be absolutely critical to your success in this course. All grading will be done under the umbrella of overall and direct impact on the event during ALL phases.

Lack of preparation or consistent poor attendance (virtual or otherwise), which results in lack of participation, will ultimately result in a poor participation grade. Team meeting attendance (virtual or otherwise), or communication as supplement of any required absence will be a key determinate in your ability to earn a passing grade. You, your team members, and all of our event stakeholders will all have input into the evaluation process.

LETTER GRADE	
>93	A
90-92.99	A-
86-89.99	B+
83-85.99	B
80-82.99	B-
76-79.99	C+
73-75.99	C
70-72.99	C-
66-69.99	D+
63-65.99	D
60-62.99	D-
<60	60

Details of the various requirements and expectations of the course will be developed at the onset of the team collaboration.

Semester project: All students will participate in the planning & execution of the event during the semester. Event assignments will be developed collaboratively and each student will be provided specific tasks and duties related to their role on the project team.

All students will directly contribute to the final Event Plan document which will capture everything from the planning process, execution and evaluation in a single report-style planning document. This deliverable will be collaborative and will reflect on each individuals grade for the course.

Presentations: Everyone will need to lead a team meeting at some point. Whether virtual or in person, each of you will have to share and discuss your role and work with team members and will be assessed on the effort.

Schedule: Will vary by event need. As a team we will agree on a schedule of event team planning sessions and will make these available for virtual attendance as much as possible. Instructions for accessing the virtual meeting environment are below, additional details will be provided as they become available. Attendance or attainment of meeting minutes will be required of all team members on a regular basis; exceptions will be acceptable based on individual circumstances.

In all likelihood we will need one very long planning session to kick off the project. This may take 2+ hours. Meetings thereafter will be for continuous communication and information dissemination purposes. All students will be required to participate in the execution of the event in some meaningful way. The event is to take place on Tuesday, February 27th in the TD Arena.

Virtual Meeting Attendance Instructions:

In some cases, specific invitations will be sent out. In absence of invitation or if you need to join the group in general for a meeting in progress, use the information provided here:

Join from PC, Mac, Linux, iOS or Android: <https://zoom.us/j/8577024225>

Or iPhone one-tap (US Toll): +14086380968,8577024225# or
+16465588656,8577024225#

Or Telephone:

Dial: +1 408 638 0968 (US Toll) or +1 646 558 8656 (US Toll)

Meeting ID: 857 702 4225

International numbers available:

<https://zoom.us/join?m=bLh4RCr6H1gMjpJOIb0TfIXc5DE-IVKv>

Computer Hardware: The use of an **internet-capable device** is **necessary** for **communication and collaboration throughout the semester**. A laptop is recommended but a tablet or smartphone *may suffice*.

If you don't have one already, I highly recommend starting a Google Drive account (cloud storage) which is available for free via your CofC email address. Drive will allow you to easily collaborate with fellow students on shared work assignments and/or projects.