

HTMT 360-090
EVENTS PLANNING PRACTICUM
Spring 2008

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Office Hours: M 9:30-11:30, T 1:00-2:00, Th 2:00-3:00 or by appointment

Course Prerequisites:
Junior status; HTM 210; HTMT 362/ARTM 362; or instructor's permission.

Course Text:
Exceptional Events: Concept to Completion by Weirisma and Strolberg (2003)
ISBN 0-9708584-5-0

Course Description:

This purpose of this course is to provide students with a 'hands-on' learning experience related to event management. In this course, students will be required to manage a special event from the initial planning stages through implementation developing skills related to event viability and feasibility planning; costing and financial management; merchandising and marketing; staffing and task analysis; safety and security; debriefing and evaluation.

Course Objectives:

At the completion of this course you should be able to:

- 1) complete a plan and design for a special event
- 2) communicate effectively with industry sponsors
- 3) create promotional materials for an event
- 4) set up and analyze an event budget
- 5) implement a special event, including appropriate qualitative and quantitative evaluation
- 6) demonstrate effective leadership and group processing skills
- 7) critically analyze current research articles in event management

Grading	Grades
Event In-Class Assignments/Homework & Participation	10
Volunteer Analyses (2)	10
Event Plan & Committee Presentation	30
Event Execution	30
Event Final Report	10
Event Evaluation	<u>10</u>
Total	100

HOMEWORK/IN-CLASS ASSIGNMENTS/Participation (10%): Throughout the semester you will have homework and in-class assignments. **No homework or in-class assignment will be accepted late or can be made-up unless pre-arranged with the instructor.**

Volunteer Experiences (10%)

The purpose of the volunteer experiences is to expose students to different types of events and allow them the opportunity to work these events. These are experiential learning opportunities and also offer the students the benefit of networking and resume building to enhance their future careers in event management.

Event Plan & Subcommittee Presentations (30%)

The students will present a plan for a new HTMT Event to the class as well as to a panel of judges. The judges will be allowed to comment on the work and provide feedback to the group. The class is also encouraged to provide feedback to the subcommittees. After all the presentations are delivered, the class will vote on the best committee presentation (groups will not be allowed to vote for their own). The ‘winning’ presentation team will ...to be decided.

Working in sub-committees each group will submit a detailed plan related to their designated responsibilities. The event plan must:

1. Meet the scope and aims of the event as a whole and;
2. Work in conjunction with other sub-committee’s plans.

In addition to the written component, groups must also develop a 10 – 15 minute presentation of their plans to the class. A critical component of this presentation is the ability to answer questions regarding their plans posed by the instructor and classmates.

The Event plan and subcommittee presentations will be graded as follows:

1. 15% will be awarded for the quality of the submitted proposal;
2. 15% will be awarded for the quality of the presentation (taking class and judge’s feedback into account).

Event Execution (30%)

This will be graded on the following criteria:

1. 10% of the grade will be determined by the participant evaluations of the event;
2. 10% of the grade will be determined by group evaluations of individual’s performance during the event and;
3. 10% of the grade will be determined by the instructors’ observations of each student’s performance during the event.

Event Evaluation (10%)

In this assignment students on an individual basis are required to submit to the professor an evaluation of the event. This evaluation will include:

Final Report (10%)

Final reports about the event must be submitted by each committee.

Class Attendance and Participation

Class attendance is required. Attendance will be part of your participation grade. Any student who misses more than 4 classes will not be eligible for an "A" in this course. As much of the work for this course is group in nature, not attending not only affects the individual but the group as a whole. Groups will have the opportunity to grade other members and one of the criteria will be attendance along with measurements of the individual's contribution to the group.

Professor's Policies

- Please come see me if you need help with the course materials.
 - If my office door is open, please feel free to knock and enter (unless someone else besides me is already in the office).
 - If you want a specific time to meet outside of office hours, please make an appointment.
- Please use your school email account or WebCT e-mail for all electronic correspondence with the professor.
 - The professor tries to respond to all correspondence within 24 hours however; sometimes circumstances do arise when that is not possible. If you have not received a reply in 24 hours, please resend the Email with a reminder.
- All assignments are due at the beginning of class in which they are due.
 - All assignments collected after that time is considered late and a 5% per day penalty will be assessed unless prior arrangements between the student and the professor were made.
 - Extensions must be negotiated at least 48 hours before the due date. This policy (as with all of these policies) can be waived at the professor's discretion.

Honor Code and Academic Integrity

Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each instance is examined to determine the degree of deception involved.

Incidents where the professor believes the student's actions are clearly related more to ignorance, miscommunication, or uncertainty, can be addressed by consultation with the student. We will craft a written resolution designed to help prevent the student from repeating the error in the future. The resolution, submitted by form and signed by both the professor and the student, is forwarded to the Dean of Students and remains on file.

Cases of suspected academic dishonesty will be reported directly to the Dean of Students. A student found responsible 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.

It is important for students to remember that unauthorized collaboration--working together without permission-- is a form of cheating. Unless a professor specifies that students can work together on an assignment and/or test, no collaboration is permitted. Other forms of cheating include possessing or using an unauthorized study aid (such as a PDA), copying from another's exam, fabricating data, and giving unauthorized assistance.

Remember, 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 professor.

Students can find a complete version of the Honor Code and all related processes in the *Student Handbook* at http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html.

Disability Statement

This College abides by section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act that stipulates no student shall be denied access to an education “solely by reason of a handicap.” Disabilities covered by law include, but are not limited to, learning disabilities and hearing, sight or mobility impairments. If you have a documented disability that may have some impact on your work in this class and for which you may require accommodations, please see an administrator at the Center of Disability Services, (843) 953-1431 or me so that such accommodation may be arranged.