

COURSE TITLE: EVENTS MANAGEMENT
COURSE NUMBER HTMT 362 / ARTM 362
CREDIT HOURS: 3 Credits
PREREQUISITES: Junior status; HTMT 210/ARTM 200: ACCT 203
CLASS ROOM #: Beatty 218
CLASS TIME: Tuesday: 5:30-8:15PM

PROFESSOR: JEREMY KISER, CHE, DS
Hospitality & Tourism Management Department
OFFICE LOCATION: Beatty 219
OFFICE PHONE: 953-1996
EMAIL: kiserj@cofc.edu
OFFICE HOURS: M-F 10-11am or by appointment

REQUIRED TEXT:

Van Der Wagen, L., Carlos, B. (2005) Event Management For Tourism, Cultural, Business and Sporting Events, Pearson Publishing, New Jersey. ISBN: 0-13-114938-5

REFERENCE TEXT:

Fenich, George (2007). Meetings, Expositions, Events & Conventions 2nd Edition, Pearson Publishing, New Jersey. ISBN-13: 978-0-13-234057-1

COURSE DESCRIPTION:

This course introduces students to the methods and techniques utilized in planning, organizing, promoting, and delivering major events and the role of events in generating a tourist market.

COURSE 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.

EVALUATION CRITERIA:

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| Term Project | 20% |
| Participation/Assignments/Quizzes/Homework | 15% |
| Mid-Term Exam | 25% |
| Event Attendance & Analysis | 15% |
| Final Exam | 25% |

COURSE OUTLINE*

| Week Number | Topics – Due Dates |
|--------------------|--|
| 1 | Introduction to Events Management |
| 2 | Event Concept and Design |
| 3 | Feasibility & Legal Compliance |
| 4 | Meeting & Event Venues |
| 5 | Service Contractors |
| 6 | Event Financial Management |
| 7 | Special Events Management - Mid-Term Exam |
| 8 | Event Planning and Protocol |
| 9 | Event Staging and Staffing |
| 10 | Food and Beverage - Event Analysis Papers Due |
| 11 | Safety & Security |
| 12 | Technology and Events - Term Project Due |
| 13 | International Event Issues |
| 14 | Special Event Topics - Final Exam |

*The instructor reserves the right to make course revisions and/or modify the course outline at his discretion.

Classroom Policies & Procedures

ATTENDANCE:

If you are absent from any class, you are responsible for any material covered during the class you missed. Attendance will be taken and students who are not present will not receive participation points.

LATENESS TO CLASS:

Class is to begin promptly. If you are more than 15 minutes late you will be counted absent but may be allowed to join class quietly unless or until this privilege is abused, at which time it will be denied. **Please be aware that arriving late to class is highly distracting.** If you arrive after attendance has been taken, it is your responsibility to let the instructor know at the end of the class period.

QUIZZES/EXAMS:

All quizzes and/or exams for the term must be taken during the specified dates/times as decided by the instructor. Should any students fail to be present for quizzes and/or exams they will receive a failing score. **No make-up exams and/or quizzes will be given.**

PAPERS, PROJECTS AND ASSIGNMENTS:

All assigned papers, projects and assignments should be typewritten, prepared in complete MLA or APA format and submitted at the beginning of class period on the due date in order to be accepted. **LATE PROJECTS AND HOMEWORK WILL NOT BE ACCEPTED.**

ACADEMIC HONESTY:

All students are expected to maintain highest standards of academic integrity at all times. Plagiarism, using the work of others without proper citations and cheating will not be tolerated. Students can find a complete version of the honor code in the student handbook at www.cofc.edu/studentaffairs/general_info/studenthandbook.html.

REQUIRED MATERIALS:

Each student should bring his/her textbook, writing implements, and a notebook to each class. Provided that additional materials are required, students will be informed prior to the date.

DISABILITY STATEMENT:

The 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.

CLASSROOM PARTICIPATION:

In order to foster a positive learning environment in the classroom students should have completed required readings and assignments prior to each class.

GENERAL RULES:

- Sleeping will not be permitted in the classroom.
- The use of headphones and/or radios is not permitted during class time.
- The use of telephones of any type is prohibited during class time.
- Pagers are not permitted in the classroom unless on silent page setting.
- Students should inform the instructor in advance of any known reasons to leave the classroom prior to the end of the class period or arrive tardy to the class.
- Eating and drinking in the classrooms is prohibited unless otherwise indicated.
- If you are asked to leave the class for any reason you must make an appointment with the instructor to be readmitted to the class.