

CLASS NUMBER AND NAME:	HMN135 – EVENT PLANNING FOR THE WINE COUNTRY
TOTAL HOURS/ UNITS:	24 HOURS/2 UNITS
PREREQUISITES:	NONE
TEXTS AND MATERIALS:	NONE
CLASS DESCRIPTION:	This course is designed to provide the students with the education and skills required to research, plan, schedule, organize and market special events. Creative events, speaker selection, choosing the best venue; preparing and managing the budget; scheduling; coordinating the food and beverages are just a few of the topics discussed. During this class, students plan, negotiate with vendors, and execute a fundraising event for a local children’s charity.
CLASS OBJECTIVES:	This class is designed to provide the students with information about the scope of event planning, the importance of community involvement, working as a team, and the components of special events.
CLASS FORMAT OVERVIEW:	This class is a combination of lecture, student participation and on-line research.
REQUIREMENTS:	Time spent in preparation for or reflection on course lecture will approximate two hours outside of class for each lecture credit hour utilized by the instructor in delivery of the material and ¼ hour outside of class for each hour of structured lab time.
METHOD OF INSTRUCTION:	Class work, research using the internet and e-library and homework will give the student experiential opportunities.
ATTENDANCE:	It is expected that each student will be in class <u>when class begins</u> . Should the student arrive more than <u>five minutes late</u> they should notify the instructor of their presence, it will be up to the instructor to decide if the student has arrived in time to be counted as present- the instructor’s decision is final. <u>80% attendance is mandatory</u> <u>90% or above is mandatory for those who are in a full program and qualify for the internship</u>
TESTING:	It will be the student’s responsibility to learn of any assignments given in class when absent. A final project will be assigned for this class. The final project will be a fundraising event for a local children’s charity. The theme,

nature and scope of this event will be decided in class. All assignments, exercises and event related materials must be satisfactorily completed with an overall passing grade of 60% or better in order to pass the course. Students must participate in every aspect of the event from the early planning stage to the actual event including set-up and clean-up.

LATE TESTING:

There will be no opportunity to make-up any missed assignments, exercises or event related materials.

GRADING POLICIES:

Complete all assignments with at least 90% accuracy.

95% of this class consists of group assignments and requires the student to use the telephone, email, and in-person calls to complete assignments.

The final grade is computed on:

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|---------------------------------|-----|
| 1. Final project | 40% |
| 2. Assignments | 40% |
| 3. Attendance and participation | 20% |

90-100%	A
80-89%	B
70-79%	C
60-69%	D
0-59%	F

ANTICIPATED LEARNING OUTCOMES:

Upon completing this course, the student will be able to:

1. Demonstrate an understanding of the scope of event planning.
2. Demonstrate an understanding of the importance of community involvement.
3. Demonstrate the ability to work as a team member and follow-through.
4. Demonstrate an understanding of all components of special events.
5. Demonstrate an understanding of how speaker selection, venue selection, preparing and managing the budget, scheduling, coordinating food and beverage are parts of event planning.

Tourism, Hospitality and Wine
Event Planning for the Wine Country class schedule

Week	Reading	Internet	Class discussions	Homework
One			Review of past events Brainstorming Event plan	Sales calls for donations and sponsors
Two			Timeline Budget Event agenda & Pattern	Sales calls for donations and sponsors
Three			Invitations Marketing Promotion	Sales calls for donations and sponsors
Four			Marketing Promotion	Sales calls for donations and sponsors
Five			Final prep	
Six			Final prep	

Please note, this is just a suggested class schedule. Guest speakers and/or site inspections will be scheduled based on availability and class schedule will be adjusted accordingly.