

CLASS NUMBER AND NAME:

**HMN135 – EVENT PLANNING FOR THE WINE COUNTRY**

TOTAL HOURS/ UNITS:

24 HOURS/2 UNITS

PREREQUISITES:

GBN132C, Administration: Project Management

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, and choosing a venue; in addition, preparing and managing the budget, scheduling, and coordinating the food and beverages will be discussed

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 when class begins. Should the student arrive more than five minutes late 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.

**80% attendance is mandatory**

It will be the student's responsibility to learn of any assignments given in class when absent.

TESTING:

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:**

The final grade is computed on:

- |                                 |     |
|---------------------------------|-----|
| 1. Assignments                  | 75% |
| 2. Attendance and participation | 25% |

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.

## Event Planning 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 may be scheduled based on availability and class schedule will be adjusted accordingly.