

CLASS NUMBER AND NAME:

TOTAL HOURS/ UNITS:

24 HOURS/2 UNITS

PREREQUISITES:

Part of three class series: HMN 110 and 115

TEXTS AND MATERIALS:

*Meetings, Expositions, Events & Conventions, 4<sup>th</sup>* Education, George G. Fenich, Prentice Hall, 2016, ISBN: 9780133775426

Additional materials and planning outline options provided by instructor.

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, and coordinating food and beverage are just a few of the topics discussed. During this class, students plan and apply event planning strategies to actual events or RFP's from local organizations.

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**

**90% or above is mandatory for those who are in a full program and qualify for the internship**

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

**TESTING:**

A final project will be assigned for this class. The final project (or projects) will be discussed and planned in class with other sections where possible. 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, if necessary. Given the need to actively participate in problem-based, experiential learning, student's that miss more than two team event meetings or fail to participate in the event itself will not receive credit for the class.

**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:

- |                                 |     |
|---------------------------------|-----|
| 1. Final project                | 20% |
| 2. Assignments                  | 60% |
| 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 stakeholder engagement in any event.
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 a budget, scheduling, and coordinating food and beverage are parts of event planning.

### Event Planning

Week	Reading	Internet	Class discussions	Homework
One	Companion materials for structuring events will be provided in class	Current calendar of events for Sonoma County	Brainstorming  Event plan and purpose	Review materials provided in class each week.
Two	<a href="http://www.mpiweb.org/">http://www.mpiweb.org/</a>  <a href="http://www.pmpmeeting.com/pm2/">http://www.pmpmeeting.com/pm2/</a>  <a href="http://www.ileahub.com/ileah-landing">http://www.ileahub.com/ileah-landing</a>		Online Resources  Develop outline of event(s)  Fill-in syllabus each week with materials covered, discussed, and anticipated	
Three			Meet with other participants, if possible as group or with representative	
Four			Develop written plans for event(s), finalize, and assign responsibilities	
Five			Participation in event or presentation	
Six			Participation in event or presentation	

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.