Syllabus for EVENT MANAGEMENT PBM202, Winter 2019

# General Information

## Instructor Information and Availability

Instructor name: Dan Schofield

Phone number: 541-602-0886

E-mail address: schofid@linnbenton.edu

Office hours: Wed 5:30-7:30 p.m. (also available by appointment)

Location of office hours: IA 222

## Course Information

Course name: Event Management

Section number: PBM202

CRN: 33592

Scheduled time/days: Saturday 10:00 – 1:50 p.m.

Number of credits: 3

Classroom: T-219

### Prerequisites:

None required

## Course Materials

Required:

* No textbook is required
* Course packs
* Access to Moodle

## Course-Specific Requirements

Off-campus field trips

## Course Description

This course reviews the logistical and operational aspects of event management. Students will incorporate their learning from marketing, accounting, and business writing with new concepts in time management, event staffing, logistics, and project management. In addition to preparing and presenting an event plan, students will work as a class to implement a campus event and evaluate effectiveness. Learning outcomes

• Create an event plan with goals and objectives that outlines timelines, logistics, staffing, marketing and promotion, budget considerations, vendors, security, and any foreseeable challenges. • Present and evaluate (orally and in writing) an event plan clearly and with professionalism. • Work effectively as part of a team member. • Demonstrate skill in relating professionally with customers and clients. • Demonstrate leadership in negotiation, persuasion, and conflict resolution. • Implement an event plan as a class. What to expect in the first half of the term we will explore what an event is, talk about audiences and goals for events, explore invitation and publicity content, think about event locations, and hear from vendors and service providers. The entire class/lab time on Feb 19th will be spent on a field trip to “Special Occasions” in Corvallis.

Assignments will include reviews of articles, in which the lowest two scores will be dropped. Article reviews count for 40% of your grade. The remainder of the grade will be from projects and assignments that will assist you in building a portfolio that demonstrates your understanding of the topic.

All assignments are due by 2 p.m. on the date noted, unless otherwise discussed.

Assignment due dates for the term: 2/2: two articles reviews 2/9: two articles review 4/16: on article review & design assignment 2/123: two article reviews 2/23: project plan including summary, design and budget

Required texts and materials you are not required to purchase any text books for this class. You will however, be responsible for finding industry articles, and writing multiple summaries of these articles throughout the term. On the first day of class I will provide list servs that you can register for, along with some industry magazines in hard copy format to get started. You may wish to find or buy creative supplies to use in communicating your design ideas. You are welcome to purchase items, but you may be able to find what you’re looking for around your home, in nature or be able to borrow or repurpose for the need required. Academic Integrity LBCC embraces Excellence. We aspire to the highest ideal with honesty and integrity. LBCC does not tolerate any form of cheating, dishonesty, fraud, forgery, copyright violations or plagiarism. Students charged and found responsible for violating these policies will have serious consequences, from failing grade/grades to removal/suspension/expulsion. LBCC expects student to maintain honesty and integrity in all work, communications, and interactions. This means that we show respect for the ideas and expressions of others, respecting their right to own their research and their words. Students are expected to do their own work in class. In classes where group work is permitted/encouraged, students are urged to request clear guidance on what work may be done in group and what work is done only by the individual. For a definition of plagiarism and Academic Integrity, please see the Student Rights, Responsibilities and Conduct document at www.linnbenton.edu/student-rights, page 17. Veterans and active duty military personnel with special circumstances are welcome and encouraged to communicate these, in advance, to the instructor.

## Student Learning Outcomes

Upon successful completion of this course, students will be able to:

Create an event plan that outlines timelines, logistics, staffing, marketing and promotions, budgets considerations, food and drinks, and programming. Present and evaluate (orally and in writing) an event plan clearly and with professionalism. Work effectively as a part of a team. Demonstrate skill in relating professionally with customers and clients. Demonstrate leadership in negotiation, persuasion, and conflict resolution. Implement an event plan as a class.

# Class Policies

## Behavior and Expectations

You are held accountable to the [Student Code of Conduct](https://www.linnbenton.edu/current-students/administration-information/policies/students-rights-responsibilities-and-conduct), which outlines expectations pertaining to academic honesty (including cheating and plagiarism), classroom conduct, and general conduct.

### Use of cell phones

Cell phones are not allowed during class time

## Attendance/Tardiness Policy

Please be on-time to class everyday

## Testing

All presentations and final exam are in class

## Grading

Assessment breakdown, including Assignments, Point Values, Percentage of Total Grade - Example: 25% Article presentations, 75% Final Project

How final grade is calculated (e.g. 75% = C)

Note any special treatment of grades (e.g. lowest quiz score dropped).

Final Grade Calculation:

* A = 90-100% Excellent Work
* B = 80-89% Good Work
* C = 70-79% Average Work
* D = 60-69% Poor Work
* F = 0-59% Failing Work

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| --- | --- | --- |
| Letter Grade | Percentage | Performance |
| A | 90-100% | Excellent Work |
| B | 80-89% | Good Work |
| C | 70-79% | Average Work |
| D | 60-69% | Poor Work |
| F | 0-59% | Failing Work |

### Late Assignment Policy

Student are expected to submit assignments on the assigned due date. In the event of extenuating circumstance, a student may request an extension without penalty.

# College Policies

## LBCC Email and Course Communications

You are responsible for all communications sent via Moodle and to your LBCC email account. You are required to use your LBCC provided email account for all email communications at the College. You may access your LBCC student email account through Student Email and your Moodle account through Moodle.

## Disability and Access Statement

LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through the Center for Accessibility Resources (CFAR) and would like to use your accommodations in the class, please talk to your instructor as soon as possible to discuss your needs. If you believe you may need accommodations but are not yet registered with CFAR, please visit the [**CFAR Website**](https://www.linnbenton.edu/cfar) for steps on how to apply for services or call 541-917-4789.  Use one of three approved syllabus statements located on the [Center for Accessibility Resources Faculty Resources](https://www.linnbenton.edu/current-students/student-support/center-for-accessibility-resources/faculty-resources) webpage.

## Statement of Inclusion

To promote academic excellence and learning environments that encourage multiple perspectives and the free exchange of ideas, all courses at LBCC will provide students the opportunity to interact with values, opinions, and/or beliefs different than their own in safe, positive and nurturing learning environments. LBCC is committed to producing culturally literate individuals capable of interacting, collaborating and problem-solving in an ever-changing community and diverse workforce.

## Title IX Reporting Policy

If you or another student are the victim of any form of sexual misconduct (including dating/domestic violence, stalking, sexual harassment), or any form of gender discrimination, LBCC can assist you. You can [report](https://linnbenton-advocate.symplicity.com/public_report/index.php/pid073717?) a violation of our sexual misconduct policy directly to our Title IX Coordinator. You may also report the issue to a faculty member, who is required to notify the Coordinator, or you may make an appointment to speak confidentially to our Advising and Career Center by calling 541-917-4780.

## Campus Police/Emergency Resources

You may review emergency services and resources at the LBCC [Public Safety website](https://www.linnbenton.edu/future-students/stuff-parents-want-to-know/public-safety). Campus Safety can be reached using the 'Code 2' button on any campus phone or by dialing x411 on campus or (541) 917-4440 off campus. Dial 911 for off campus emergencies.

Public Safety link for printed syllabus: https://www.linnbenton.edu/future-students/stuff-parents-want-to-know/public-safety

# Campus Resources

## Learning Center

Resources students may use that pertain to the class

## Library

Computers and printing available, other ways the library could help your student with this class

# Tips for Success in This Class

Optional section text here

# Changes to the Syllabus

I reserve the right to change the contents of this syllabus due to unforeseen circumstances. You will be given notice of relevant changes in class, through a Moodle Announcement, or through LBCC e-mail.

# Class Calendar or Schedule

Print the calendar or class schedule on its own page, preferably the last, so that students can easily find this resource.

* Week 1: Syllabus, class assignments, field trip objectives
* Week 2: Field trip: Special Occasions (Corvallis)
* Week 3: Final project work session
* Week 4: Class article review/presentation
* Week 5: Class article review/presentation
* Week 6: Class article review/presentation
* Week 7: Class article review/presentation
* Week 8: Field trip (TBD)
* Week 9: Final project work session
* Week 10: Final project review
* Final: Date, Time and Location

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| Week | Readings | Activities | Due dates |
| 1 |  | Course & field trip objectives/goals |  |
| 2 |  | Field trip: Special Occasions/group meeting |  |
| 3 |  | Final project work session |  |
| 4 | Find 2 event | 2 Article reviews/presentation | 2/2 |
| 5 |  | 2 Article reviews/presentation | 2/9 |
| 6 |  | 1 Article review & design assignment | 2/16 |
| 7 |  | 2 Article reviews/presentation | 2/23 |
| 8 |  | Field trip (TBD) |  |
| 9 |  | Final project work session |  |
| 10 |  | Final project review | 3/16 |
| Final |  | Final project due | 3/29 |