**PLS 340 Spring 2014**

# Special Event Management

Meeting Time: Tuesday 4:00 – 6:20pm

Classroom: ML Commons

Instructor: Rick Gage

Office: 105 Morrow Lib

Office Hours: Mon. 1-5pm, Tues. 2-4pm

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**Course Description and Objectives**

From Course Catalog: “This course will study the processes for event facilitation. Special attention will be given to the roles and skills utilized by a variety of recreation managers.”

The primary objective of this course is to provide NRRM students with an understanding of the tools and approaches used in special events planning and management. Throughout the semester, students will work individually and in teams to plan and execute a campus-wide event. Topics to be covered include feasibility, strategic planning, marketing, budgeting, logistics, and design.

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| **Course Student Learning Outcomes**  | **How students will practice each outcome in this Course** | **How student achievement of each outcome will be assessed in this Course** |
| Students will know key planning and management principles and the historical context for special events | Chapters 1 & 2, committee work | Midterm Exam, Final Exam, Feasibility Study |
| Students will identify and understand key event management concepts including planning, administration, and operations | Chapters 3 & 4, committee work | Midterm Exam, Final Exam, Event Manual, Strategic Plan |
| Students will gain first-hand experience in special event management | Various plans, scheduling, site design, volunteer recruitment, committee work | Midterm Exam, Final Exam, Event Manual, Evaluation |
| Students will develop teambuilding and communication skills | Committee Management Plan, committee work, event/sponsorship communications | Midterm Exam, Final Exam, Committee Performance Evaluations, Sponsorship Letters |
| Students will develop an understanding of the fiscal resources involved in special events operations | Chapter 5, Budget worksheets, needs assessments | Midterm Exam, Final Exam, Budget Preparation, Equipment/Materials Needs Assessment |
| Students will recognize marketing and sponsorship strategies for special events | Chapters 6 & 7, Sponsorship Plan, Marketing Plan | Midterm Exam, Final Exam, Promotional Materials, Sponsorship Letters |
| Students will evaluate the execution of their plan and suggest changes to improve efficiency and effectiveness | Chapter 16, Peer evaluations, event evaluations, personal reflections | Midterm Exam, Final Exam, Event Evaluation, Committee Performance Evaluations, Final Presentation |
| Students will demonstrate their ability to act professionally and appropriately while interacting with participants, volunteers, and members of the community | Chapters 9-11, Sponsorship letters, thank you letters, contacts with community members, volunteer recruitment | Midterm Exam, Final Exam, Event Evaluations |
| Students will assess the logistical requirements for a special event | Chapters 12-15, Site design plan, risk management plan, committee work,  | Midterm Exam, Final Exam, Event Manual, Event Schedule and Map |

**Required Readings**

deLisle, L.J. (2009). Creating Special Events. Champaign, IL: Sagamore.

Additionally, handouts, text chapters & other readings will be assigned throughout the semester as needed. **Students are expected to read these articles** and be prepared to discuss them during the assigned class period. This information will appear on quizzes.

**Course Requirements**

**Committee Work: (25% of semester grade)**. Students will work in committees responsible for various aspects of event planning and management. Each committee with generate a committee management plan (5%) as well as various other documents or products (20%). Details will be given to each committee by the third week of classes.

**Individual Skills and Abilities Assessment: (2% of semester grade)**. Students will develop a personal skills and abilities assessment to be shared with their committees. This will allow committee work to be distributed fairly based upon individual strengths and weaknesses and will allow students to gain experience in areas that may need development.

**Event/Entertainment Conatct: (13% of semester grade)**. Students will each serve as the contact person for two or more events or entertainment acts to be showcased during the special event. They will be responsible for contacting and booking the events (8%) as well as generating equipment/supply needs lists (5%) for each, accommodating them during the event, and trouble-shooting any problems that may arise.

**Feasibility Study: (5% of semester grade)**. Students will work together to develop and implement a feasibility study early in the semester. The special event to be planned for later in the semester will be based upon this document.

**Event Manual and Presentation: (20% of semester grade)**. Throughout the semester assignments, plans, and other documents will be compiled into an event manual detailing the entire planning and management process. The event manual (10%) will serve as the final product for this course, and will be used in evaluation of the success of the event. In addition to this document, students will give a presentation (10%) summarizing and evaluating the event after its completion. Details about these assignments will be given in class.

**Exams: (20% of semester grade)**. There will be two exams during the semester. These will be cumulative, with an emphasis on material presented after the previous exam. The exams will cover class lectures, discussions, readings, and guest presentations. Each exam will be worth 10% of the semester grade. Exams will be announced in class at least one week before the exam date. Exams are tentatively scheduled for March 4 and April 29.

**Class Attendance and Participation: (15% of semester grade)**. As this class meets only once per week and we have a rather daunting list of things to accomplish, a**ttendance at each class is mandatory**. However, each student will be allowed one “un-excused class” per semester (except for Exam dates or Special Event date). Two or more un-excused absences will result in a *significant* reduction in your class attendance and participation grade. Any absences due to illness must be documented according the Marshall University Policy. In addition to attendance, in-class participation will be evaluated at the end of the semester and can contribute *significantly* to this portion of the grade. This portion of your grade is not a given, and you will be expected to earn your grade beyond just “showing up.” This means speaking in class, asking appropriate questions, and taking adequate notes during lectures.

**Student Evaluation**

Committee Work 25%

Skills and Abilities Assessment 2%

Event Contact 13%

Feasibility Study 5%

Event Manual/Presentation 20%

Exams (2) 20%

Attendance & Participation 15%

**Grading Scale**

A = 90 or above B = 80-89 C = 70-79 D = 60-69 F = 59 or below

### Grading Policy

All written course assignments (e.g., Course Project) should be **typed in Times New Roman, 12-point font**, **double-spaced, with 1-inch margins and use APA format**. Grading of this assignment will be based both on content as well as the style and adequacy of the presentation itself. This project should be neat, succinct, clear, and use the appropriate terms. Spelling/grammar will be evaluated. In-class assignments are to be neatly written, signed by all group members, and submitted at the end of the class period. **Late submissions will not be accepted.**

**MU PROS Participation**

The Marshall University Park and Recreation Organization for Students (MU PROS) was created to promote active involvement in park and recreation related events on campus and in the community.  Students in this course may earn up to five percentage points of extra credit by participating in MUPROS meetings and events.  A total of three percentage points can be earned by participating in weekly MUPROS meetings (one point earned per meeting).  An additional two percentage points can be earned by participating in MUPROS events (one percentage point per event)

**Classroom Expectations**

Please be considerate of the other students in the class. It is up to you whether or not you choose to attend class and if you choose to pay attention. It is unfair, however, for you to negatively impact the ability of others students to learn. Please take care that your actions are considerate and do not detract from the learning environment. **Once class has begun, please refrain from sending text messages, reading newspapers, or otherwise distracting from the class discussion**.

It is also expected that the opinions and backgrounds of all class members will be welcomed and respected. All students are encouraged to participate in class discussion, but please address others with respect.

**Accessing Course Information**

Power-point slides, assignments, and other necessary class information will be posted on Blackboard. The website for Blackboard is marshall-bb.blackboard.com. It is imperative that you have access to Blackboard and that you check your MU email regularly.

**Academic Integrity**

Please be aware that academic integrity is taken very seriously at this university and in this class. Any type of cheating or plagiarism will not be tolerated. Plagiarism includes citing anyone else’s words or ideas in your own writing without giving credit. Additionally, self-plagiarism will not be tolerated in this course. This includes turning in assignments that have previously been used for another class or purpose. All assignments must be completed specifically for this course. More information regarding plagiarism is provided in the Marshall University handbook. However, if you have a question about any academic integrity issues, please contact me.

By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy by going to [www.marshall.edu/academic-affairs](http://www.marshall.edu/academic-affairs) and clicking on “Marshall University Policies.” Or, you can access the policies directly by going to <http://www.marshall.edu/academic-affairs/?page_id=802>

Academic Dishonesty/ Excused Absence Policy for Undergraduates/ Computing Services Acceptable Use/ Inclement Weather/ Dead Week/ Students with Disabilities/ Academic Forgiveness/ Academic Probation and Suspension/ Academic Rights and Responsibilities of Students/ Affirmative Action/ Sexual Harassment

**PLS 340 Tentative Course Schedule – Spring 2014**

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| **Date** | **Topic** |
| Jan. 14 | Intro, course outline, expectations, project descriptions |
| Jan. 21 | Concepts and Foundations – Chapter 1 /Teams and Teambuilding |
| Jan. 28 | Feasibility and Information Gathering – Chapter 2 |
| Feb. 4 | Strategic Planning – Chapter 3 |
| Feb. 11 | Budgeting – Chapters 4 & 5 |
| Feb. 18 | Sponsorship – Chapter 6 |
| Feb. 25 | Marketing – Chapter 7 |
| Mar. 4 | HRM and Volunteers – Chapters 9 & 10 - MIDTERM |
| Mar. 11 | Site Design – Chapters 12 & 13 |
| Mar. 18 | SPRING BREAK |
| Mar. 25 | On-site Considerations – Chapters 14 & 15 |
| Apr. 1 | Risk Management – Chapter 8 |
| Apr. 8 | NERR Conference – NO CLASS |
| Apr. 15 | Evaluation – Chapter 16 |
| Apr. 22 | Earth Day |
| Apr. 29 | Final Presentation/Evaluations Due – FINAL EXAM |