**PLS 340 Spring 2015**

# Special Event Management

Meeting Time: M/W/F 11:00-11:50am

Classroom: ML Commons

Instructor: Rick Gage

Office: 105 Morrow Lib

Office Hours: Mon./Wed. 1:00-3:00pm

Tues. 2:00-4:00pm

E-mail: gager@marshall.edu

**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 students with an understanding of the tools and approaches used in special events planning and management as well as practical experience necessary to successfully design, promote, implement, and evaluate a large-scale special event in the community or on campus. Throughout the semester, students will work individually and in teams to plan and execute a special event for the Marshall/Huntington community. Topics to be covered include (but are not limited to) feasibility, strategic planning, marketing, budgeting, logistics, and site 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 | Quizzes, Individual Assignments, Team Assignments |
| Students will identify and understand key event management concepts including planning, administration, and operations | Chapters 3 & 4, committee work | Quizzes, Operations Manual, Team Assignments |
| Students will gain first-hand experience in special event management | Various plans, scheduling, site design, volunteer recruitment, committee work | Operations Manual, Individual Assignments, Team Assignments, Event Delivery |
| Students will develop teambuilding and communication skills | Committee Management Plan, committee work, event/sponsorship communications | Quizzes, Team Assignments |
| Students will develop an understanding of the fiscal resources involved in special events operations | Chapter 5, Budget worksheets, needs assessments | Quizzes, Individual Assignments, Team Assignments |
| Students will recognize marketing and sponsorship strategies for special events | Chapters 6 & 7, Sponsorship Plan, Marketing Plan | Quizzes, Individual Assignments, Team Assignments |
| Students will evaluate the execution of their plan and suggest changes to improve efficiency and effectiveness | Chapter 16, Peer evaluations, event evaluations, personal reflections | Quizzes, Individual Assignments, Team Assignments, 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 | Quizzes, Individual Assignments, Team Assignments, Final Presentations |
| Students will assess the logistical requirements for a special event | Chapters 12-15, Site design plan, risk management plan, committee work, | Quizzes, Operations Manual, Individual Assignments, Team Assignments |

**Course Structure**

Your grade for this course will be based on a combination of individual and team in-class and out-of-class assignments. The first part of the semester will consist of lectures and activities. Once placed in a team, class will often consist of a lecture, followed by 1 or 2 days of class time to apply the lecture content to the planning assignment and your event. You will notice on the course schedule that we will reach a point where all lectures are completed and your time will have the majority of the class periods to work. Your instructor and agency contact(s) will be available to assist your team in the completion of these tasks. You are welcomed and encouraged to invite your agency contact(s) to sit with your team during any class period designated as “team time.” Your team should also plan to meet outside of class several times, both with the instructor and without.

**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**

**Reading Quizzes: (4% of semester grade)**. There will be several short unannounced quizzes throughout the semester to ensure that students are familiar with the key concepts and course material that we will be discussing. Quizzes will primarily be focused on the assigned reading, but may include material from class lectures, guest speakers, or anything else we cover in class. No make-ups will be given for missed quizzes.

**Individual Assignments: (15% of semester grade)**. Several individual assignments will be given throughout the semester. These will include (but may not be limited to) a reflection of a special event attended by the student, processes evaluations (2), and a thorough critique/evaluation of another team’s event. More details will be given as items are assigned. A list of Individual Assignments can be found at the end of this syllabus. \*NOTE\* This list may not be complete and is likely to change as the situation dictates.

**Team Assignments: (16.5% of semester grade)**. Each team of students will be responsible for delivering approximately 20 assignments throughout the course. The majority of these documents will be polished and compiled at the end of the semester to be included in the Operations Manual. Specific details about each assignment will be given as they are assigned. All members of the team will receive the same grade for these assignments. Prior to submitting team assignments, all team members must sign off on them, indicating that they are familiar with and responsible for the content. Additionally, the majority of these assignments should be sent to your agency contact so they are aware of the progress your group is making and can offer feedback where necessary. A list of Team Assignments can be found at the end of this syllabus. \*NOTE\* This list may not be complete and is likely to change as the situation dictates.

**Event/Program Planning and Implementation: (32.5% of semester grade)**. Each student, working in teams, will be responsible for planning and implementing a special event on or off campus. Assessment of this event will be a combination of an individual grade (20%), a team grade (10%), and an Agency Contact grade (2.5%). More information, including a detailed grading framework, will be given around the middle of the semester.

**Operations Manual and Presentation: (21.75% 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 operations manual (17.5%) 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 (4.25%) summarizing and evaluating the event after its completion. Details about these assignments will be given in class.

**Class Attendance and Participation: (10.25% of semester grade)**. This is an applied class. Participation is essential. **Attendance at each class is mandatory**. However, each student will be allowed one un-excused absence per semester (except for quiz dates or other key dates). 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.

**Extra Credit: (up to 10% of semester grade).**  Each student will have the opportunity to earn up to 10 points on their final grade by volunteering at another team’s event(s). Students may elect to volunteer at up to 2 events (5 points each) for extra credit. Additional volunteer service is encouraged, but will not result in extra credit points. To be eligible for extra credit points, you must sign up with the group hosting the event prior to the event taking place. The hosting team must provide you with a job description of what your duties at the event will be. This job description must be turned in to me in order to get extra credit points.

**Student Evaluation**

Reading Quizzes 4%

Individual Assignments 15%

Team Assignments 16.5%

Program Implementation 32.5%

Operations Manual/Presentation 21.75%

Attendance & Participation 10.25%

**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.**

**If you do not participate in the event that your team is implementing, you will fail this class.**

**If you attend your team’s event, or volunteer at another team’s event, under the influence of drugs or alcohol, you will be asked to leave and will fail this class.**

**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

**Individual Assignments:**

Outside Event Reflection Paper

Process Evaluations (2)

Critique of Another Team’s Event

**Team Assignments:**

Weekly Team Minutes (Weeks 3-13)

Team Assets and Availability

Team Socials

Information Gathering and Feasibility Analysis

Brainstorming

Goals and Objectives

Committee Structure and Management Plan

Marketing Plan

Registration Materials

Sponsorship Letter

Event Schedule

Equipment and Supply List

Facility Layout

Staffing

Evaluation Design and Survey Tool

Behind the Scenes Plan

Risk Management Plan

Thank You Letters

Budget Summary