



College of Health Sciences

DEPARTMENT OF FAMILY AND CONSUMER SCIENCES

COURSE DESCRIPTION-Fall 2017

CLASSROOM LOCATION:	Margaret Lea Houston Building in Room #302
CLASS MEETING TIMES:	(Tuesdays) 2:00pm-4:50 pm (CST)
COURSE NUMBER/TITLE:	FACS 3335 "EVENT PLANNING AND DESIGN" --3 hours
Instructor: CONTACT INFO:	Dr. Jodi Walker
	Email: jkw030@shsu.edu
	Office hours: Office 220 (1:30-2:00pm) Tuesdays -Huntsville campus

Required Materials:

Allen, J. (2009). Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events *ISBN #978-0-470-83626-2* (Copy on hold at the library to read assignments, etc.)

Course Description & Learning Outcomes

Catalog Description: This course will consist of analysis of event management focusing on social and corporate events, SMERF target markets, budgeting and forecasting, examining theme and proposal writing, market segments, logistics and planning of on and off premise site events. The benefits of networking, promoting sales and marketing attached to event planning and design, and Human Resource related issues, also will be included. (3-0). **Credit Hours: 3.0.**

COURSE OBJECTIVES:

By the end of this course you will be able to do the following:

1. Define event management and the roles of event managers
2. Understand the components of strategic planning of event design
3. Identify market segments and target markets for events
4. Understand the importance of making events green
5. Understand contractual aspects of conventions and events
6. Understand event safety and security
7. Describe how to market and brand events

Communication

Appointments: The best way to contact instructor is via email. This will ensure that your questions and requests get answered in a timely manner. jkw030@shsu.edu

Blackboard: The course syllabus, lecture outlines, grades, announcements, and other valuable course-related materials will be available on the Blackboard website. Students are expected to visit the course Blackboard page frequently (every day). Your instructor will utilize this system to post announcements and/or change regarding your course and additional required readings.

Emails: All students should check Blackboard and their SHSU email account before each class for announcements. **Given that instructor receives many emails a day, please put your name and class in the header of the email (e.g., FACS 3335 - Your First and Last Name)**. Emails are returned in 24 hours. If your question requires a detailed answer, an appointment is suggested.

NOTE: This is not an on-line class. Some materials and grades will be available on-line to assist you. This is a regular lecture/discussion in-class format class! The classroom is the main forum for all activities, announcements, changes to syllabus, test dates etc. If you miss a class, you might miss such important announcements. Please be sure to be in touch with some of your classmates to catch up on missed assignments and announcements.

Academic Dishonesty Policy

"All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials".

<http://www.shsu.edu/students/guide/StudentGuidelines2010-2012.pdf#page=29>

All assigned work turned into the Instructor must be the original work of the student turning in the assignment.

Accommodation of Special Needs

It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program or activity. Disabled students may request help with academically with academically related problems stemming from individual disabilities from their instructors, school, department chair, or by contacting the Chair of the Committee for Continuing Assistance and Director of the Counseling Center, Lee Drain Annex, or by calling (936) 294-1720. NOTE: No accommodation can be made until the student registers with the Counseling Center.

<http://www.shsu.edu/students/guide/StudentGuidelines2010-2012.pdf#page=29>

STUDENT ABSENCES ON RELIGIOUS HOLY DAYS POLICY: Section 51.911 (b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. University policy 861001 provides the procedures to be followed by the student and the instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in

which the missed the missed assignments and/or examinations are to be completed.
<http://www.shsu.edu/students/guide/StudentGuidelines201072012.pdf#page=29>

Academic Grievances Procedures for Students:

<http://www.shsu.edu/dotAsset/0bb1346f-b8d6-4486-9290-dba24123d0d8.pdf>

Guest Speaker/Field Trip Dress Code:

Appearance is a very important factor in achieving success. The manner in which you display yourself communicates a substantial amount of information to the hotel's management team, employees, and guests about you. Make the impression count!! It is therefore essential that you maintain your fresh and grooming standards accordingly. Proper grooming standards must be adhered to at all times, especially when you have a guest speaker in the classroom or we attend a field trip together as a class. It is important that the image you present be in harmony with Sam Houston State University's Department of Family and Consumer Sciences program. Be reflective of a working professional!!

Professional Classroom Behavior

Laptops are only permitted for note-taking and application exercises we will do together in class. The use of cellphones, iPads, iPods, or any other electronic device are not permitted in the classroom unless designated by the instructor. All cell phones must be turned off and put away, or the instructor can ask the student to leave the classroom for the rest of the class period, in which case it will be counted as an un-excused absence.

Accessing Facebook, Pinterest, YouTube, Twitter, or other websites during face-to-face class sessions is not acceptable classroom behavior. It is distraction to classmates, and more importantly, it is disrespectful to your classmates and instructor, and does not promote professional workplace behavior, which is vital to career success. Students who act unprofessionally during class; such as texting, emailing, accessing websites, sleeping, having side bar conversations, studying for other courses, or working on non-class items, will be asked to leave the classroom and forfeit participation points. <http://www.shsu.edu/dotAsset/6d35c9c9-e3e9-4695-a1a1-11951b88bc63.pdf>

Attendance Expectation: Students are expected to attend all classes and actively participate in class discussions, activities and assignments. Students are expected to arrive punctually and remain for entire class. Each absence of a 3 hour lecture class cannot be repeated or made up. In the case of an excused absences which are from a documented funeral or physician office signature for illness, students will need to meet with the Instructor and bring documentation. Please, be diligent in attendance as I cannot replicate a lecture.

No Make up work will be provided for absences unless it is an excused absence.

<http://www.shsu.edu/dotAsset/b719129b-9593-424f-9d5a-920e2eda6890.pdf>

Evaluation and Grading

Assessment Component	Points Per	Assessment Number	Total Points	Grade %	Exam Dates Assessment Due
Exam	20	1	20	20%	Final Exam-
Guest Speaker Reflection	10	2	20	20%	Reflection #1
Event Reflection					Reflection #2
Event Analysis	10	1	10	10%	Individual Presentation
Event Analysis	20	1	20	20%	Group Presentation
In Class Application Activities	3	10	30	30%	In Class Activities ready to discuss OR Application Activities done in class given by Instructor
Total			100	100%	

1. Exams – Maximum 20 points each

- Exams are over content in the lectures and class activities.

2. Guest Speaker Reflections/Field Trip – Maximum 10 points each

- Basic description:* Industry professionals will be invited to share their event planning sources/experiences with us. Your role is to be attentive, participate in the discussion, ask professional questions, and neatly write/type a summary reflection on the content shared by guest speakers.
- Assignment goals:* This activity exposes you (students) to real-world event experiences from the position of guest speakers have been there.

And/or

Event - Write up

- Students attend **ONE** event and describe where they went, what they saw and how they would use the space -What issues arised that you noticed and how would you fix them?

3. Event Analysis – (Individual Presentation) Maximum 10 points

- Basic description:* For this assignment, students select a hypothetical event and plan it.
- Assignment goals:* To promote student's critical thinking ability about an event experience from a participant's viewpoints.
- Detailed instructions with evaluation criteria will be provided by instructor.

4. Event Analysis – (GROUP PRESENTATION)) Maximum 20 points

- Basic description:* For this assignment, students select a SHSU OR PRIVATE event to attend and evaluate.
- Assignment goals:* To promote student's critical thinking ability about an event experience from a participant's viewpoints.
- Detailed instructions with evaluation criteria will be provided by instructor

5. In Class Application Activities – Maximum 30 points (I will give you these in class.) These cannot be made up so attendance is very important and this is where we will apply our knowledge to event planning.

Grades will be determined as indicated below.

Grading Criteria							
A	93 & above	B	83 - 86	C	73 – 76	D	63 – 66
A-	90 - 92	B-	80 – 82	C-	70 – 72	D-	60 – 62
B+	87 - 89	C+	77 - 79	D+	67 - 69	F	50 or Below

Course Outline
(Subject to Change as Needed)

Date		Topic	Remark
Week 1		8/29 – Welcome and Course Introduction – Introduction to event management-handouts, course expectations/course layout/copy of Research articles list Application Activities /Discussion	
Week 2		9/5 – Ch. 1 Initial Planning and Budgeting Discuss Groups for Group Presentations last day of October	Welcome/Course Introduction/ Syllabus Application #1
Week 3		9/12- Ch. 2 Organization and Timing/Themes	Application #2
Week 4		9/19 – Communication/Contingency Plans/Delegation/Checklists	Application #3
Week 5		9/26 – Ch. 3 Location /Staffing	Application #4
Week 6		10/3 Guest Speaker	MEAGAN KORENEK
Week 7		10/10 Ch. 4 Transportation Develop Groups for Group Presentations	Guest Speaker Write up due Application #5
Week 8		10/17 – Out of class assignment –	No class -Typed assignment due by 4:30 pm.
Week 9		10/24 – Ch. 5 Guest Arrival— CH. 6 Venue Requirements Discussion of Group Presentations next week and Group Meeting time for Group Presentations	Application #6
Week 10		<u>10/31 Event Planning Group Presentations</u>	30- min presentations
Week 11		11/7 Stress Reduction /Sponsorship/ Promotional Items Discussion /Planning of Individual Presentations next week	Application #7
Week 12		11/14 (Individual Presentations)	
Week 13		11/21 (Individual Presentations continued if needed) Chapter 7 What's it all For? Ch. 8 Food & Beverage	Application #8 Application #9

Week 14		11/28 Chapter 9 Other Considerations for your Events	Application #10
Week 15		12/5 ~Final Exam	

Please Note:

- The instructor reserves the right to change and modify the syllabus based on course progress. Students will be notified of any changes. Changes are communicated via an updated syllabus on Blackboard. Guest Speakers and Field Trips sometimes have to be rescheduled. You will be notified if this changes the syllabus in any way.

Note:

We will read and use research based articles to discuss topics.

Some of these may be used in class and you will need to read to be ready to discuss.

We will also watch Event Planning videos that will help you see various examples of event planning.

- Beaulieu, A. F., & Love, C. (2004). Characteristics of a meeting planner: Attributes of an emerging profession. *Journal of Convention & Event Tourism*, 6(4), 95-124.
- Beaven, Z., & Wright, R. (2006). Experience! Experience! Experience! Employer attitudes to arts and event management graduate employability. *International Journal of Event Management Research*, 2(1), 17-24.
- Berlonghi, A. E. (1995). Understanding and planning for different spectator crowds. *Safety Science*, 18, 239-247.
- Boone, M. E. (2009). The case for meetings and events: Four elements of strategic value. Retrieved from: http://www.mpiweb.org/cms/uploadedFiles/Education_and_Events/Webinar_Series/TheCaseforMeetings.pdf
- Carlson, J., Getz, D., & Soutar, G. (2001). Event evaluation research. *Event Management*, 6, 247-257.
- Casanova, M. B., Kim, D.-Y. & Morrison, A. M. (2005). The relationships of meeting planners' profiles with usage and attitudes toward the use of technology. *Journal of Convention & Event Tourism*, 7(3/4), 19-43.
- Crowther, P. (2011). Marketing event outcomes: From tactical to strategic. *International Journal of Event and Festival Management*, 2(1), 68-82.
- Draper, J., Dawson, M., & Casey, E. (2011). An exploratory study of the importance of sustainable practices in the meeting and convention site selection process. *Journal of Convention & Event Tourism*, 12(3), 153-178.
- Elston, K., & Draper, J. (In press). A review of meeting planner site selection criteria research. *Journal of Convention & Event Tourism*.
- Getz, D. (2000). Defining the field of event management. *Event Management*, 6, 1-3.
- Getz, D. (2008). Event tourism: Definition, evolution, and research. *Tourism Management*, 29(3), 403-428.

- Hodur, N. M., & Leistritz, F. L. (2006). Estimating the economic impact of event tourism: A review of issues and methods. *Journal of Convention & Event Tourism*, 8(4), 63-79.
- Jackson, J., Houghton, M., Russell, R., & Triandos, P. (2005). Innovations in measuring economic impacts of regional festivals: A do-it-yourself kit. *Journal of Travel Research*, 43, 360-367.
- Junek, O., Lockstone, L., & Mair, J. (2009). Two perspectives on event management employment: Student and employer insights into the skills required to get the job done. *Journal of Hospitality and Tourism Management*, 16, 120-129.
- Kim, W. G., & Kim, H.-C. (2003). The analysis of Seoul as an international convention destination. *Journal of Convention & Exhibition Management*, 5(2), 69-87.
- Koh, K. Y., & Jackson, A. A. (2006). Special events marketing: An analysis of a county fair. *Journal of Convention & Event Tourism*, 8(2), 19-44.
- Lee, M. J., & Back, K.-J. (2005). A review of economic value drivers in convention and meeting management research. *International Journal of Contemporary Hospitality Management*, 17(5), 409-420.
- Morgan, A., & Condliffe, S. (2006). Measuring economic impacts of convention centers and event tourism: A discussion of the key issues. *Journal of Convention & Event Tourism*, 8(4), 81-100.
- Pearlman, D. M., & Gates, N. A. (2010). Hosting business meetings and special events in virtual worlds: A fad or the future? *Journal of Convention & Event Tourism*, 11(4), 247-265.
- Presbury, R., Edwards, D. (2005). Incorporating sustainability in meetings and event management education. *International Journal of Event Management Research*, 1(1), 30-45.
- Ralston, L. S., Ellis, G. D., Compton, D. M., & Lee, J. (2007). Staging memorable events and festivals. *International Journal of Event Management Research*, 3(2), 24-38.
- Robbins, D., Dickinson, J., & Calver, S. (2007). Planning transport for special events: A conceptual framework and future agenda for research. *International Journal of Tourism Research*, 9, 303-314.
- Robson, L. M. (2011). A demographic study of event planners. *Journal of Convention & Event Tourism*, 12(1), 45-52.
- Smith, S. L., & Kline, S. F. (2010). Crisis preparedness and meeting planners' perceptions. *Journal of Convention & Event Tourism*, 11, 62-78.
- Smith, W. W., Litvin, S. W., & Canberg, A. (2010). Setting parameters: Operational budget size and allocation of resources. *International Journal of Event and Festival Management*, 1(3), 238-243.
- Tafesse, W., Korneliussen, T., & Skallerud, K. (2010). Importance performance analysis as a trade show performance evaluation and benchmarking tool. *Journal of Convention & Event Tourism*, 11(4), 314-328.
- Weber, K., & Ladkin, A. (2004). Trends affecting the convention industry in the 21st century. *Journal of Convention & Event Tourism*, 6(4), 47-63.

- Wilson, J. S. (2004). Special events: Defining goals, planning, and measuring success. *The Bottom Line: Managing Library Finances*, 17(4), 150-151.
- Yoo, J. J.-E., & Weber, K. (2005). Progress in convention tourism research. *Journal of Hospitality & Tourism Research*, 29(2), 194-222.
- *Other Application activities will be given to you during class.*