



COURSE OUTLINE

SCHOOL OF BUSINESS – Post Diploma Marketing Management

COURSE NAME: SPMK 4002
COURSE CODE: EVENT PLANNING AND MANAGEMENT
CREDIT HOURS: 42
PREREQUISITES: none
COREQUISITES: none
PLAR ELIGIBLE: YES (X) NO ()
EFFECTIVE DATE: Fall 2009
PROFESSOR: _____ **OFFICE #:** _____
PHONE: 416 415 5000 **EMAIL:** _____

NOTE TO STUDENTS: Academic Departments at George Brown College will NOT retain historical copies of Course Outlines. We urge you to retain this Course Outline for your future reference.

| FOR OFFICE USE ONLY | | |
|--------------------------------|-----------|-------|
| ORIGINATOR: _____ | _____ | _____ |
| | SIGNATURE | DATE |
| CHAIR: _____ | _____ | _____ |
| | SIGNATURE | DATE |
| DATE OF REVISION: _____ | | |

EQUITY STATEMENT: George Brown College values the talents and contributions of its students, staff and community partners and seeks to create a welcoming environment where equity, diversity and safety of all groups are fundamental. Language or activities which are inconsistent with this philosophy violate the College policy on the Prevention of Discrimination and Harassment and will not be tolerated. The commitment and cooperation of all students and staff are required to maintain this environment. Information and assistance are available through your Chair, Student Affairs, the Student Association or the Human Rights Advisor.

George Brown College is dedicated to providing equal access to students with disabilities. If you require academic accommodations visit the Disability Services Office or the Deaf and Hard of Hearing Services Office on your campus.

STUDENT RESPONSIBILITIES: Students should obtain a copy of the *Student Handbook* and refer to it for additional information regarding the grading system, withdrawals, exemptions, class assignments, missed tests and exams, supplemental privileges, and academic dishonesty. Students are required to apply themselves diligently to the course of study, and to prepare class and homework assignments as given. Past student performance shows a strong relationship between regular attendance and success.

COURSE DESCRIPTION:

This course introduces students to the principles, concepts and steps involved in planning and executing successful events. The focus is on event project management skills needed to research, design, plan, market, and co-ordinate and evaluate a professional event. The special needs of different types of events will be discussed. In small teams they will develop a complete an event proposal & plan for an event to take place in Event Planning and Management II. **Each class will form 6-7 event project groups.**

ESSENTIAL EMPLOYABILITY SKILLS:

As mandated by the Ministry of Training, Colleges and Universities essential employability skills (EES) will be addressed throughout all programs of study. Students will have the opportunity to **learn (L)** specific skills, to **practice (P)** these skills, and/or **be evaluated (E)** on the EES outcomes in a variety of courses. The EES include communication, numeracy, critical thinking & problem solving, information management, interpersonal and personal skills. The faculty for this course has indicated which of the EES is Learned (L), Practiced (P) or Evaluated (E) in this course:

| Skill | L | P | E | Skill | L | P | E |
|--|---|---|---|--|---|---|---|
| 1. communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience | | x | x | 7. locate, select, organize and document information using appropriate technology and information sources | | x | x |
| 2. respond to written, spoken or visual messages in a manner that ensures effective communication | | x | x | 8. show respect for the diverse opinions, values, belief systems, and contributions of others | x | x | x |
| 3. execute mathematical operations accurately | | x | x | 9. interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals | x | x | x |
| 4. apply a systematic approach to solve problems | | x | x | 10. manage the use of time and other resources to complete projects | x | x | x |
| 5. use a variety of thinking skills to anticipate and solve problems | | x | x | 11. take responsibility for one's own actions, decisions and consequences | | x | |
| 6. analyze, evaluate, and apply relevant information from a variety of sources | | x | x | | | | |

COURSE OUTCOMES:

Upon successful completion of this course the students will have reliably demonstrated the ability to:

- 1. Demonstrate an understanding of event project management skills**
 - a. Work effectively in a work team using team skills
 - b. Run a professional meeting with agenda, timelines, and minutes
 - c. Use time/project management tools such as a Gantt chart and be familiar with event management software

2. **Through an event case study discuss the components of an effective special event and evaluate the event**
 - a. Explain the components of an effective integrated event
 - b. Discuss the various types of events and career opportunities in event management

3. **Demonstrate an understanding of the risks associated with events and how to manage this risk**
 - a. Explain the situations where contracts are required and the meaning of key contract terms
 - b. Discuss the local government requirements for permits and licenses for event activities
 - c. Explain the role of insurance in managing risk
 - d. Explain the need for contingency plans in managing risks

4. **Develop a strategic event proposal/plan for an event**
 - a. Explain the elements required in an event plan
 - b. Discuss the strategies and techniques needed to coordinate and manage all components of an event
 - c. Be able to use marketing tools to gain sponsors and donors and stimulate attendance and pre event sales

5. **Demonstrate an understanding of the techniques used in event evaluation**
 - a. Link event outcomes to the plan and strategy
 - b. Prepare a complete event budget and contingency plan within the event plan
 - c. Use a variety of measurement tools for evaluating success

DELIVERY METHODS / LEARNING ACTIVITIES:

Lecture, discussions, collaborative work, event field case study, in class exercises and case studies and guest speakers.

LIST OF TEXTBOOKS AND OTHER TEACHING AIDS:

Required: COURSE PACK

Recommended / Optional:

Special Events magazine www.ises.com / www.bizbash.com

Canadian Event Perspective Magazine, published by Stark Communications & Events Inc. www.canadian.specialevents.com

Goldblatt, Joe, Special Events: The Roots and Wings of Celebration, 5th Edition, Wiley

TESTING POLICY:

Exemption or deferral of a midterm exam or final exam is not permitted except for a medical or personal emergency.

Regarding absence from the final exam:

- Professor must be notified by e-mail before the examination
- Documentation must be presented to the professor within three working days.

- Appropriate documentation, as determined by the professor, must be submitted – such as: a doctor’s note, court summons or funeral documentation
- If the majority of the course work has been completed with a passing performance, and the documentation is acceptable, an "Incomplete" grade (INC) will be entered by the instructor. An INC grade will not be granted if term work was missed or failed.
- The final examination must be written within 60 days of the submission of the incomplete grade. Failure to do this will result in an F grade.

ASSIGNMENT POLICY:

In-class assignments:

Success in this course is based heavily on in-class participation and assignments (assignments may be given impromptu); therefore attendance and active in-class participation is essential to a student’s success.

All in-class assignments must be completed in class; they cannot be made up with a take-home assignment. Failure to attend these classes will therefore result in a grade of zero for that particular assignment.

Assigned work:

Late assignments are not accepted except in a medical or personal emergency as stated in above testing policy.

Group work:

This course is also based on group work. In some cases your groups will be assigned and in others you can select your own groups. The professor will decide. It is the individual student’s responsibility to ensure they are an active, contributing member of the group.

EVALUATION SYSTEM:

| Assessment Tool: | Description: | Outcomes assessed: | EES assessed | Week | % of Final Grade: |
|---|---|--------------------|-----------------|----------------------|-------------------|
| Event case study | Group field study (2 groups/week will present) | 2 | 1,2,6,7 | 2-11 | 20% |
| Participation and quizzes | In class activities | 1,2,4,5 | 1,2 | A 2-5,7, 10-12 | 20% |
| Event proposal (10%) & Event plan (40%) | Group project | 1,3,4,5 | 1,2,6 8,9,10 | 14 | 50% |
| Volunteer report | Mini assignment individual | 1,4,5 | 3, 5,6 | 2-11 | 10% |
| | | | | | 100% |

GRADING SYSTEM

The passing grade for this course is: 50%

| | | | | | | | | | | | | | | |
|----|--------|-----|----|-------|-----|----|-------|-----|----|-------|-----|----------|---|-----|
| A+ | 90-100 | 4.0 | B+ | 77-79 | 3.3 | C+ | 67-69 | 2.3 | D+ | 57-59 | 1.3 | Below 50 | F | 0.0 |
| A | 86-89 | 4.0 | B | 73-76 | 3.0 | C | 63-66 | 2.0 | D | 50-56 | 1.0 | | | |
| A- | 80-85 | 3.7 | B- | 70-72 | 2.7 | C- | 60-62 | 1.7 | | | | | | |

Excerpt from the College Policy on Academic Dishonesty:

The *minimal* consequence for submitting a plagiarized, purchased, contracted, or in any manner inappropriately negotiated or falsified assignment, test, essay, project, or any evaluated material will be a grade of zero on that material.

To view George Brown College policies please go to www.georgebrown.ca/policies

TOPICAL OUTLINE:

| Week | Topic / Task | Outcomes | Content / Activities | Resources |
|--|---|-----------------|--|--|
| 1 | Introduction to the Event Industry & careers | 2 | Introduction to the Event Industry | Handouts |
| 2 | Models of Professional Event Management | 1, 2 | Phases of the event process Pre-event research - Needs Assessment Laws of effective events | Course pack Module 1: Ch 2 Goldblatt |
| 3 | Developing the Event Plan/ Types of Events | 2, 4 | Sources of information /Designing events / types of events/ Time management/ Creating an Event Timeline / Form teams / Assign event evaluation - group report | Module 2 Ch 1 & 2 Wolf |
| 4 | Event Leadership & Teamwork | 1 | Event leadership / HR Plan Overcoming teamwork challenges How to run effective Meetings | Module 3 – project management Ch 7, Gladwell |
| 5 | Financial Administration for Events | 1, 5 | Developing a budget – sources of revenue Cash flow/breakeven Event Proposal due (10% mark) | See webct |
| 6 | Event proposal feedback | 4,5 | Individual group one on one meeting scheduled | |
| 7 | Event Co-ordination | 1, 4 | Venue selection/Conducting an on-site inspection Production Schedule On-site event production | Module 4 Ch 3 Wolf Appendix |
| 8 | | | | |
| 9 | Event type presentations | 2 | Groups present event evaluation project(20% mark) | |
| 10 | Marketing events | 4 | Defining your target audience Event promotion techniques - Getting media support/ Promotional Calendar | Module 5 Ch 14, Tuckwell Handouts |
| 11 | Cultivating Partners, Donors and Sponsors | 4 | Needs Assessment/Developing Selling and servicing Sponsors | Module 6 |
| 12 | Project group work meetings/ feedback | 1,4 | Individual group one on one meeting scheduled | |
| 13 | Risk Management/ Event evaluation Law and Ethics | 3 | Contracts, permits & licenses Risk management procedures What to measure and evaluate | Module 7 Goldblatt Ch 10 & 11 www.smartserve.ca |
| 14 | Peer reviews & feedback | 1 | Event Plan due (40%) | |
| 15 | Feedback on events | all | Next steps for Semester 3 | |
| <p align="center">Please note: this schedule may change as resources and circumstances require. For information on withdrawing from this course without academic penalty, please refer to the College Academic Calendar: http://www.georgebrown.ca/Admin/Registr/PSCal.aspx</p> | | | | |