



## COURSE OUTLINE SCHOOL OF BUSINESS

**COURSE NAME:** Event Planning and Management II  
**COURSE CODE:** SPMK 4007  
**CREDIT HOURS:** 42  
**PREREQUISITES:** SPMK 4002  
**COREQUISITES:** None  
**PLAR ELIGIBLE:** YES ( X ) NO ( )  
**EFFECTIVE DATE:** September 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		
<b>ORIGINATOR:</b> _____	SIGNATURE	DATE
<b>CHAIR:</b> _____	SIGNATURE	August 2009 _____ DATE
<b>DATE OF REVISION:</b> _____		

**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:

Event Planning and Management II builds on the information and experience provided in Event Planning and Management I and all courses taken in the program. The focus is to provide students with in-depth, hands-on experience managing all aspects of a major event applying project management tools and teamwork skills and to increase their knowledge of, and contacts in, the event management profession.

This course is designed to simulate the world of work and is delivered using a problem based learning model. Working in groups, students will direct their own learning by researching, planning, and designing, executing and evaluating all facets of a major event

## 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 are either 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		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		8. show respect for the diverse opinions, values, belief systems, and contributions of others		x	
3. execute mathematical operations accurately				9. interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals		x	x
4. apply a systematic approach to solve problems				10. manage the use of time and other resources to complete projects		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. **Effectively work as a event management team**
  - a. Attends and participates in all meetings
  - b. Completes individually assigned tasks on time
  - c. Completes and submits on time event reports
2. **Create, plan and execute a successful special event**
  - a. Develop a detailed budget for event revenue and costs
  - b. Market event to earn budgeted revenue
  - c. Executes event to meet event objectives
3. **Develop and present a thorough post-event evaluation of their event**
  - a. Compare actual event to budget and plan
  - b. Explain variances and make suggestions for next event to avoid future problems
4. **Identify and assess elements of successful special events**

## DELIVERY METHODS / LEARNING ACTIVITIES:

This course is designed to simulate the working world and is delivered using a problem based learning model. Students plan, execute and evaluate an event and direct their own learning by researching issues and taking actions to solve problems.

## LIST OF TEXTBOOKS AND OTHER TEACHING AIDS:

*A variety of resources are available in the library including:*

The Business of Event Planning, Judy Allen, John Wiley and Sons

IEG Sponsorship Report. The International Events Group, (www.sponsorship.com)

Special Events Magazine. International Special Events Society, (ises.com)

Dollars and Events: How to Succeed in the Special Events Business. Dr. Joe Jeff Goldblatt, CSEP and Frank Supovitz

## ASSIGNMENT POLICY:

### Group work:

This course is also based on group work. It is the individual student's responsibility to ensure they are an active, contributing member of the group.

## EVALUATION SYSTEM:

Assessment Tool:	Description:	Outcome(s) assessed:	EES assessed:	Date / Week:	% of Final Grade:
Coaching Meetings Prep	Agendas, status reports	1,2		2-14	15
Event Report		3	5,6,7,9	14	30
Event execution	Observation, self and peer evaluation	1,2	ALL	9-13	40
Evaluation of other events	3 events attended and feedback submitted	4		9-13	15
				<b>TOTAL:</b>	<b>100%</b>

## GRADING SYSTEM

The passing grade for this course is:   D  

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](http://www.georgebrown.ca/policies)

### TOPICAL OUTLINE:

Week	Topic / Task	Outcome(s)	Content / Activities	Resources
1	Introduction	1,2	Event Updates – review plans from SPMK 4002	Classroom
2	No class – groups meet	1,2	Meet with group members to put plan to action	
3	Event Plan meeting	1,2	Presentation of Revised event plan (2%)	Classroom
4	Event Status meeting 1(2%)	1,2	Team leader overview and individual status reports	
5	Event Status meeting 2 (2%)	1,2	“	
6	Event Status meeting 3 (2%)	1,2	“	
7	Event Status meeting 4 (2%)	1,2	“	
8	<i>INTERSESSION WEEK</i>			
9-12	Production Meeting (3%) (The week before your event)	1,2	Detailed discussion of production schedule, risk management plan, site map	
10 -13	Events	3,4	Attend and evaluate events	
	Post Event Meeting (2%) (The week after your event)	3,4	Discuss event execution versus plan	
14	Post event Reports	3,4	<b>Event Reports &amp; peer evaluations due</b>	Classroom
15	Course Wrap		Event reports returned	Classroom

*\* Note: All events are to be executed during the Weeks 9-13, unless approved by Event Coach*

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>

# Event Project Guidelines

The objective is to conduct an event project from idea generation through planning, organizing and evaluation using the project management and marketing tools learned in the entire program. Most student groups begin the plan for their event in semester one.

The event must involve budgeting and ideally fundraising, marketing to attract participants, sponsorship, public relations and involve the full cycle of an event project. Project groups should be 4 - 6 students depending upon the complexity of the event planned. The contacts that students make in their projects can be very helpful in finding a job upon graduation.

For Fall 2008: **The 2009 GBC Event THEME – events will focus on raising funds for Canadian athletes for VANOC 2010.**

**Groups may partner with a non-profit Olympic sports association to create and execute an event.** Ideally these are first time events.

## **Funding**

There is no funding available for these events. The expectation is that students' plans will be solid and the events will break even or make a profit. Students may find that they need to fund some out of pocket expenses themselves up front but should be able to repay themselves at the end. It is good to budget \$100 per group member for initial out of pocket expenses. The best way to be successful is to start early and raise funds through sponsorship, donations and/or pre event ticket sales.

In the rare occurrence where a group loses money the class would pitch in to help run a small fundraiser to help out. It's all about teamwork and supporting each others events.

The GBC Foundation fund could be accessed for a major event which involved groups over more than one semester and which involved a substantial percent of the students in the program.

## **Internal Marketing**

If you wish to promote on the GBC website please send your content in proper format to Neil McGillray in Marketing.

If students are a target market make sure you contact the Student Association and distribute flyers on the bulletin boards and contact Facilities Management to set up tables in the lobby for ticket sales. (Best time is 11- 1 pm.)