

Prepared by the Department of Arts & Communication

Date of Departmental Approval: November 2, 2015

Date Approved by Curriculum and Programs: November 13, 2015

Effective: Fall 2016

1. **Course Number:** HRM216
Course Title: Event Planning and Management
2. **Description:** This course offers an introduction to the researching, planning, coordinating, marketing, management, implementation, and evaluation of special events. Through the study of relevant communication and management theory, as well as practical hands on experience, students will learn about the wide range of components that go into the execution of events of all sizes. Specific areas of study include food and beverage service, laws and permits, security, advertising and promotion, and logistics. Students may not earn credit for COM216.
3. **Student Learning Outcomes:** Upon successful completion of this course, students are able to do the following:
 - Compare and contrast the unique characteristics of events and discuss issues relevant to the field of event management.
 - Explain the logic, finances, legal, and promotional requirements of event management.
 - Analyze techniques of advertising, promoting, and marketing special events.
 - Demonstrate necessary skills for effective leadership and management of an event.
 - Demonstrate successful participation in one or more aspects of selection, training, and management of volunteers/workers to staff an event.
 - Identify situations and develop procedures to deal with health and safety issues for events.
 - Prepare, collect, and compile data to evaluate the strengths and weaknesses of an event from the client, staff, and management viewpoints.
 - Identify current and emerging career opportunities in the field of event management.
4. **Credits:** 3 credits
5. **Satisfies General Education Requirement:** Yes, Interdisciplinary Studies
6. **Prerequisites:** (COM103 (Human Communication) or COM202 (Small Group Communication)) or (CUL150 (Fundamentals of Professional Cooking) or HRM140 (Introduction to Hospitality Management))
7. **Semester(s) Offered:** Varies
8. **General Guidelines for Evaluation:** Students will be evaluated on an understanding of the process of event planning as evidenced by their participation in class discussion, writing assignments, presentations, and practical contributions to an actual event.
9. **General Topical Outline:** Concept and design, feasibility, planning, financial management, food and beverage service, marketing and promotion, protocol, legal compliance, leadership, staging, staffing, risk management, operations & logistics, safety & security, crowd management, and event planning careers.