



# HRTM 1150 EVENT PLANNING

## MASTER COURSE SYLLABUS

*Instructors will provide students with additional course-specific information, including attendance/makeup policies, assignment/test scheduling, and instructor contact information, as necessary and appropriate.*

<b>Prerequisite(s):</b>	None
<b>Co-requisite(s):</b>	None
<b>Term(s) Offered:</b>	Fall
<b>Class Hours:</b>	3
<b>Lab Hours:</b>	0
<b>Credit Hours:</b>	3

### Course Description

This course introduces students to event planning requirements. Topics include fundamentals of event planning; selecting event dates and venues; developing agendas, time lines, budgets, and contracts; marketing events, and facilitating events.

### Course Competencies and Student Learning Outcomes

#### What is an Event?

Order	Description
1	Define basic event planning terminology (meeting, event, special event, trade show, and exposition).
2	Give examples of different types of events.

#### Why Have an Event?

Order	Description
1	Explain the rationale for calling a meeting.
2	Explain the reasons for having an event, trade show, or exposition.
3	Discuss the need for an agenda.

#### Who Are the Key Players?

Order	Description
1	Describe event planning from a variety of perspectives, including that of planners, hosts, participants, vendors, hotels, and related hospitality entities.
2	Discuss the jobs performed by each of these individuals.
3	Illustrate the critical role of communication and customer service in planning events.

## When and Where Are Events Held?

Order	Description
1	Describe how to select event venues.
2	Discuss how time (hour, day of the week, or season) affects the choice of venue.
3	Explain how the number of participants affects the choice of venue.
4	Explain the importance of contingency planning-particularly with outdoor events.
5	Explain how geographic location impacts attendance.
6	Explain the importance of site inspection before a contract is signed.

## Food, Beverage and Entertainment Themes and Décor

Order	Description
1	Discuss the interaction between event planner and client in determining food and beverage.
2	Discuss the interaction between event planner and client in determining themes and décor.
3	Discuss appropriate types of entertainment for specific events.
4	Describe room setup for a variety of events.
5	Explain the importance of working within the client's budget.
6	Describe elements of trade show and exposition setup and display.
7	Explain how theme and décor and entertainment affect choice of food and beverage.

## Timeline Development

Order	Description
1	Explain the importance of a timeline in event planning.
2	Discuss how responsibilities are assigned for each job or task on the timeline.
3	Develop a timeline for a small, medium, and large event.
4	Discuss ways to keep the project on schedule.

## Financial Impact of Events

Order	Description
1	Discuss planning a budget to achieve financial goals of the event.
2	Explain the need for liability insurance.
3	Develop a line item budget for an event.
4	Explain how vendor and lodging contracts and attrition affect the financial goals.
5	Explain how to determine quantities of food and beverage.
6	Discuss systems used to set prices, obtain deposits, and control costs and inventories.

## On-Site Event Management

Order	Description
1	Discuss the importance of having experienced on-site management on the event day.
2	Discuss crowd control.
3	Discuss what to do when staffers don't show.
4	Discuss what to do when clients want last minute changes.

## Vendors and Staffing

Order	Description
1	Discuss how to evaluate staffing needs.
2	Discuss how to screen and hire employees.
3	Discuss how to screen and hire vendors.
4	Discuss the need for contracts and the essential clauses that should be in them (attrition, cancellation, non-performance, emergencies, and indemnification).

## Post-Planning

Order	Description
1	Explain the value of a post-event meeting in tying up loose ends and improving future events.
2	Identify who should be involved in a post-event meeting.
3	Discuss when post-planning should occur.

## Career Opportunities

Order	Description
1	Discuss career opportunities in event planning.
2	Describe skills, training, and personality needed for these jobs.
3	Identify ways to gain experience as an event planner.

## Required Textbook(s) and Materials

Students enrolled in this course are obligated to have the following:

*The Complete Guide to Successful Event Planning with Companion CD-ROM*, REVISED 2nd Edition, by Shannon Kilkenny, Atlantic Publishing; ISBN: 9781601386991

*Meeting & Event Planning for Dummies*, (2003) by Susan Friedman; Wiley Publishers ISBN: 0764538594

## Grading Scale

The grading scale is detailed in the *Catalog and Student Handbook* and listed below for reference. All faculty members follow this scale when assigning grades to reflect a given student's performance in the classroom.

Grade	Numerical Equivalent	Grade Point
A/A*	90-100	4
B/B*	80-89	3
C/C*	70-79	2
D/D*	60-69	1
F/F*	0-59	0

Effective Summer Quarter 2006, Athens Technical College replaced the S/U grading system used for learning support classes with an A\*-F\* grading system. The registrar uses an asterisk (A\*, B\*, C\*, D\*, F\*, W\*, WF\*, WP\*) to designate learning support course grades on transcripts and grade reports because these grades are not components of the term grade point average.

## Academic Support Center:

The Academic Support Centers of Athens Technical College (ATC) provide free tutoring for enrolled students. Both instructors and peer tutors provide tutoring in almost all subjects offered by the college. Information about the Center is accessible via the ATC website at <http://www.athenstech.edu/StudentDevelopmentServices/AcademicSupportCenter>. To find out the specific services available on the Athens, Greene, and Walton Campuses, please call (706) 583-2839. To contact the Academic Support Center on the Elbert County Campus, please call (706) 213-2129.

## Attendance

Regular class attendance is important and expected. The college considers both tardiness and early departure from class as forms of absenteeism. Students absent from class for any reason are still responsible for all work missed. Instructors have the right to determine whether work missed can be made up and have the liberty to set reasonable expectations for attendance based on frequency of class meetings and on the instructional delivery method, subject, type, and level of the class. Class attendance policies will be clearly stated for students by their respective instructors on separate documents (course outlines/schedules) or appendices to the master syllabus.

## Course Withdrawal

Students may withdraw from a course without academic penalty until the midpoint of the term. Students withdrawing after the midpoint of the term receive grades of WP – Withdrawal Passing, or WF – Withdrawal Failing. Students who stop attending class(es) without formally withdrawing risk earning a final grade of F, which will appear on the academic transcript. Withdrawing from a course may impact financial aid status, academic standing, and GPA. Refer to the *ATC Catalog and Student Handbook* for further details. <http://www.athenstech.edu/Catalog/>

## Course Technology

Course addendum will provide details concerning the use of technology in the course. Course schedule types include **web-enhanced** – taught face-to-face; **online** – taught online using the internet, may require proctored exam; **hybrid** – class time is split between face-to-face and online; **video conference** – taught at two or more campus locations simultaneously with instructor located at one of the classroom locations. More details are available on the Athens Technical College website. <http://www.athenstech.edu/eLearning/CourseList.cfm>

## Continuation of Instruction

In the event of severe weather or other emergency, students will be expected to continue participating in learning activities via ANGEL, Athens Technical College email, or other modality. Instructors will provide a plan for the continuation of instruction.

## Work Ethics:

To fulfill the responsibility to teach essential workplace ethics, the college provides students instruction in, and evaluates students on, the following ten work ethics traits: attendance, character, teamwork, appearance, attitude, productivity, organizational skills, communication, cooperation, and respect. To best equip students for successful workplace experiences in their chosen profession, instruction and evaluation takes place in the context of their program of study.

## Academic Honesty

Academic honesty is expected at all times. Any student found to have engaged in academic misconduct such as cheating, plagiarism, or collusion is subject to disciplinary sanctions as outlined in the Student Code of Conduct detailed in the *ATC Catalog and Student Handbook*. See the following link for the complete Academic Honesty policy.

<http://www.athenstech.edu/StudentAffairs/AcademicHonesty/Academic%20Honesty.pdf>

Students are also advised to complete the tutorial on Academic Honesty available here:

<http://www.athenstech.edu/StudentAffairs/AcademicHonesty>

## Americans with Disabilities Act

It is our goal at Athens Technical College to provide equal access to education for all students. Any student with a documented disability is eligible to receive reasonable academic adjustments and auxiliary aids in the classroom and/or for testing at Athens Technical College, as long as appropriate documentation of the disability has been submitted to the Disability Services Office in a timely manner. Students can access the application packet on our website.

[http://www.athenstech.edu/CurrentStudents/orientation/files/disability\\_services\\_application.pdf](http://www.athenstech.edu/CurrentStudents/orientation/files/disability_services_application.pdf)

## Cell Phones and Electronic Devices

Cell phone use in the classroom for non-instructional purposes, with the exception of receiving emergency notifications, is prohibited.

## Food/Drinks in Classroom

Food and beverages (other than water) are not allowed in classrooms/labs.

## Communication with ATC Faculty and Staff

Students, faculty, and staff must use Athens Technical College email and ANGEL accounts for all college-related communications. Students are obligated to check their email and ANGEL accounts on a regular basis, preferably daily.

## Warranty of Graduates

The Technical College System of Georgia warranties every graduate of technical programs in which students may earn technical certificates of credit, diplomas, or associate degrees. The warranty guarantees that graduates demonstrate the

knowledge and skills and can perform each competency as identified in the industry-validated standards established for every program of study. If one of our graduates educated under a standard program or his/her employer finds that the graduate is deficient in one or more competencies as defined in the course/program standards, Athens Technical College will retrain the employee at no instructional cost to the employee or the employer. This guarantee is in effect for two years after graduation.

### **TEACH Act**

According to the TEACH Act of 2002, Athens Technical College is obligated to advise you that instructional material included in this course may be subject to copyright protection. As such, you must not share, duplicate, transmit, or store the material of this course beyond the purpose and time frame explicitly stated in the syllabus of your course. If you are not certain whether a particular piece of material is covered by copyright protection, you should contact your instructor and obtain his/her written clarification. Failing to observe copyright protection is a violation of law.