

## Event Planning

PBRL 4301-M50

Fall 2019

eCourseware/Online

### Prof. Kim Marks Malone, APR

**Office:** 332 Meeman Journalism Building

**Office Hours:** Tuesday, 10 a.m. – 2 p.m. Other hours by appointment.

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## COURSE REQUIREMENTS

### Catalog description

Development, execution and evaluation of events that support strategic communication practices; emphasis on advertising and public relations tactics for non-profit and community-based initiatives and organizations.

### Prerequisites

Completed 60 hours of coursework

### Textbooks, Software and Required Materials

*Professional Meeting Management, A Guide to Meetings, Conventions, and Events (Sixth Edition).*

Professional Convention Management Association (PCMA). Chicago: Agate. ISBN 978-1-932841-97-8

Other readings will be assigned and posted to eCourseware.

### Classroom format

This course is delivered online in an asynchronous format. In other words, we have no scheduled meeting time. This can be convenient for you, but it also means that it is essential for you to be an organized, motivated student.

You must have internet access and Microsoft Word or other word processing software that generates a “.doc” or “.docx” extension. All assignments MUST be filed in a “.doc” or “.docx” format; type must be double-spaced with indented paragraphs.

I must be able to open your work and review it using track changes to grade it. Work submitted in a software package not noted as acceptable may result in point deductions

### Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Fall 2019 course list available to you, click on the link for PBRL 4301-M50 to enter

your course and read the instructions on the welcoming page

## Course Requirements

**Assignments.** Course work will be completed every week. Each assignment must be completed by its due date and time (Central Standard Time), which will vary by assignment. Double check each due time to ensure that you post by the deadline.

**Discussion forum.** Despite being an online course, students are expected to have active class participation. Participation will be evaluated by your response and activity in eCourseware discussion forums, as well as your participation in the group project. Each week will include one or more group discussions about topics covered in the readings, the event planning industry in general, or to generate ideas for your group project(s). Your responses should be well articulated and substantial. Clearly indicate your main idea or point of view and support it with facts, logic and references as appropriate. Simply stating, for example, "Yes," "No," "I agree," or "I don't think so" is not acceptable will not be considered participation. As a guideline, I recommend your original posts should be at least 150 words and replies to your peers should be at least 100 words. I expect regular participation and active students will demonstrate that by regular posts that meet the requirements and deadlines.

**Group project.** Students will be divided into small groups for a semester-long project. Each group will be required to plan all the components of an event and will submit a digital event planner's event binder with all related materials for the event. Details will be provided separately.

**Hands-on experience.** Students are required to volunteer a minimum of 4 hours of their time to a medium- to large-sized event for a nonprofit, association or business in their geographic area. Students must obtain approval of the instructor for the event selected. To earn credit for their work, students must provide an assessment of their work signed by an appropriate member of the organization's meeting planning or on-site management team. Students must also submit a 2 – 3-page summary of the event, their role and related learnings. Assessments must be submitted by Dec. 8.

**Quizzes.** Quizzes will be given weekly to ensure that you are keeping up with the readings and other assignments. Quizzes must be completed by Sunday night at 11:59 p.m. (CST). Check the course schedule for specific dates. Quizzes are timed and you must complete the quiz in the time allotted. Missed quizzes cannot be made up.

## Grading

There are 1,060 possible points in this class. At the end of the semester, your class points will be calculated and rounded up to the nearest whole number. Letter grades will be determined according to the scale below. If additional points are added or subtracted from this possible point total, students will be provided with an updated point to letter grade scale.

### Individual Assignments

Hands-on experience	100 points
Event attendee profile	20 points
Event budget worksheet	20 points
Venue selection/Inspection checklist	30 points

Draft PR & marketing plan	40 points
Introduction discussion post	5 points
Discussion posts (x21 20 points each)	420 points
Syllabus quiz	15 points
Quizzes (x11 10 points each)	110 points

### **Group Assignments**

Event proposal	20 points
Draft timeline	10 points
Draft registration process	10 points
Draft safety & security plan	10 points
Draft event design & flow	10 points
Draft vendor analysis & selection	10 points
Draft staffing & volunteer plan	10 points
Draft day-of-event plan	10 points
Draft measurement & sample survey	10 points
Event planner's event binder	200 points

**Total** **1,060 points**

**A** = 1,060 – 974 points, **A-** = 952 – 973 points

**B+** = 920 – 951 points, **B** = 866 – 919 points, **B-** = 844 – 865 points

**C+** = 812 – 843 points, **C** = 758 – 811 points, **C-** = 736 – 757 points

**D** = 682 – 735 points

**F** = 681 and fewer points

**Grading Philosophy.** A=Professional quality work that could be use with little or no modification; B=Good to excellent work and exceeds requirement, but would require revision to be used professionally; C=Satisfactory work and adequately meets requirement, but would need significant revision; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.

### **Other issues**

**Contacting me.** If you are not local/on campus and can't stop by my office hours, the best and quickest way to contact me is via email ([ksmarks@memphis.edu](mailto:ksmarks@memphis.edu)). Do not use the email within eCourseware, use my Memphis.edu email. I will respond to email with 24 – 48 hours. If you have a problem, do not let it snowball. Contact me ASAP.

**Virtual office hours.** Online office hours via the chat function in eCourseware will be scheduled once per week. Check the weekly announcements for that week's virtual office hours chat. Chats will occur at

different times each week to accommodate student schedules in the distance learning environment.

## COURSE SCHEDULE

### *Week 1, Aug. 26 – Sept. 1: The meeting/event Industry*

An overview of the industry and career building

Readings:

- CH1 Overview of the Meetings Profession (eCourseware)
- CH16 Career Building in the Meetings Profession (eCourseware)
- What's trending for events in 2019 (eCourseware)

Assignments:

- Introduction Discussion Post – DUE Sept. 1
- Hands-on experience – DUE no later than Dec. 6 (Dropbox)
- Syllabus quiz – DUE Sept. 1
- Quiz 1 – DUE Sept. 1
- Discussion post – DUE Sept. 1
- Who do you want to work with? – DUE Sept. 8 (Dropbox)

### *Week 2, Sept. 3 - 8: Why meet?*

Strategic events: aligning with the organization

Readings: CH2 Strategic Meetings: Aligning with the Organization (eCourseware)

Assignments:

- Quiz 2 – DUE Sept. 8
- Discussion post – DUE Sept. 8
- Week 1 discussion post feedback – DUE Sept. 8
- Group project: Plan an Event – DUE in GROUP Dropbox Dec. 6

### *Week 3, Sept. 9 - 15: The event manager*

Blending PR, project management and event management

Readings: CH3 Blending Project and Meeting Management

Assignments:

- Quiz 3 – DUE Sept. 15
- Discussion post – DUE Sept. 15
- Week 2 discussion post feedback – DUE Sept. 15
- Group assignments announced
- (Group assignment) Event proposal – DUE in GROUP Dropbox Sept. 29

### *Week 4, Sept. 16 - 22: The heart of the experience*

Designing the event experience

Readings: CH4 Designing the Meeting Experience

Assignments:

- Quiz 4 – DUE Sept. 22
- Discussion post – DUE Sept. 22
- Week 3 discussion post feedback – DUE Sept. 22

### *Week 5, Sept. 23- 29: Administration, Part 1*

Budgeting basics for event planning professionals and site/venue selection

Readings:

- CH5 Budgeting Basics for Meeting Professionals
- CH6 Site and Venue Selection

Assignments:

- Quiz 5 – DUE Sept. 29
- Discussion post – DUE Sept. 29
- Week 4 discussion post feedback – DUE Sept. 29
- DUE – Event proposal (Group Dropbox)

### *Week 6, Sept. 30 – Oct. 6: Administration, Part 2*

Risk management, negotiations, contracts and liability

Readings:

- CH7 Risk Management: Meeting Safety and Security
- CH8 Negotiations, Contracts & Liability

Assignments:

- Quiz 6 – DUE Oct. 6
- Discussion post – DUE Oct. 6
- Week 5 discussion post feedback – DUE Oct. 6
- (Individual assignment) Attendee profile – DUE Oct. 11

### *Week 7, Oct. 7 - 11: Finding your audience*

Promoting and marketing the event

Readings:

- CH9 Marketing the Meeting
- CH13 (Fenich) Public Relations (eCourseware)

Assignments:

- Quiz 7 – DUE Oct. 11
- Discussion post – DUE Oct. 11
- Week 6 discussion post feedback – DUE Oct. 11
- (Individual assignment) Budget worksheet – DUE Oct. 20
- DUE – Attendee profile (Dropbox)

### *Fall Break, Oct. 12 – 15*

### *Week 8, Oct. 16 - 20: Operations, Part 1*

Registration & housing and food & beverage fundamentals

Readings:

- CH10 Registration and Housing
- CH13 Food and Beverage Fundamentals

Assignments:

- Quiz 8 – DUE Oct. 20
- Discussion post – DUE Oct. 20
- Week 7 discussion post feedback – DUE Oct. 20
- (Individual assignment) Venue selection/Site inspection checklist – DUE Nov. 3

- DUE – Budget worksheet (Dropbox)

*Week 9, Oct. 21 - 27: Expos and Technology*

Bring events and meetings to life with technology

Readings:

- CH11 Exhibitions and the Role of Face-to-Face Marketing
- CH12 Bring Meetings to Life: Event Technology

Assignments:

- Quiz 9 – DUE Oct. 27
- Discussion post – DUE Oct. 27
- Week 8 discussion post feedback – DUE Oct. 27
- (Individual assignment) Draft PR & Marketing plan – DUE Nov. 10

*Week 10, Oct. 28 – Nov. 3: Operations, Part 2*

Onsite management

Readings: CH14 Onsite Management

Assignments:

- Quiz 10 – DUE Nov. 3
- Discussion post – DUE Nov. 3
- Week 9 discussion post feedback – DUE Nov. 3
- DUE – Venue selection/Site inspection checklist (Dropbox)

*Week 11, Nov. 4 - 10: Post-event follow-up*

What to do after the event ends

Readings: CH15 Post-Meeting Follow-up

Assignments:

- Quiz 11 – DUE Nov. 10
- Discussion post – DUE Nov. 10
- Week 10 discussion post feedback – DUE Nov. 10
- DUE – Draft PR & Marketing plan (Dropbox)

*Week 12, Nov. 11 - 17: Group project time*

Time to work on group projects and get questions answered

Assignments:

- DUE – Draft timeline (GROUP Dropbox)
- DUE – Registration process (GROUP Dropbox)
- DUE – Draft safety & security plan (GROUP Dropbox)

*Week 13, Nov. 18 - 24: Group project time*

Time to work on group projects and get questions answered

Assignments:

- DUE – Draft event design & flow (GROUP Dropbox)
- DUE – Draft vendor analysis & selection (GROUP Dropbox)
- DUE – Draft staffing & volunteer plan (GROUP Dropbox)

### *Week 14, Nov. 25 – Nov. 26: Group project time*

Time to work on group projects and get questions answered

Assignments:

- DUE – Draft day-of-event plan (GROUP Dropbox)
- DUE – Draft measurement plan & sample survey (GROUP Dropbox)

### *Thanksgiving Break, Nov. 27 – Dec. 1*

### *Week 15, Dec. 2 - 4: Wrapping up*

Assignments:

- DUE – Hands-on experience in Dropbox NLT 11:59 p.m. on FRIDAY, Dec. 6
- DUE – Final event planner's event binder in GROUP Dropbox NLT 11:59 p.m. on Friday, Dec. 6

## **ASSESSMENT AND OUTCOMES**

### **Five Pillars in PBRL 4301**

- *Critical Thinking:* Students attend and evaluate events during the semester. Students must decide the best course for their event project, and be able to defend their decisions.
- *Media Literacy:* Students discuss each step in the event management process and its impact. Students must evaluate various forms of media to determine effectiveness for event marketing.
- *Multimedia:* Students are exposed to project management applications such as Microsoft Project and Slack.
- *Professionalism:* Students learn the professional routines of event planners as well as professional means to communicate during the event planning process.
- *Writing:* Students develop appropriate audience-specific messages to inform publics about events, write event proposals, evaluations, and presentations or reports.

### **Professional values and competencies for PBRL 4301**

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

## How professional values and competencies will be met

### *Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)*

- Provide a conceptual overview and a systematic study of event planning, management, marketing, logistics, risk assessment and practical applications.
- Understand the importance of considering diversity, accessibility, and inclusiveness when planning events.
- Interpret and apply principles of leadership and event management to the special needs of event organizations.
- Foster professionalism in event management, covering the knowledge base, theory, methodologies and ethics.

### *Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)*

- Select and apply appropriate research and project management tools in support of event planning.
- Evaluate and critique events.
- Plan and execute a special event.
- Identify appropriate marketing strategies for different events.
- Work effectively in a group.
- Communicate the evaluation of special event in a final report/presentation.

## How assessment of student learning will be met

### *Awareness*

- Learn about the important role of event planning in public relations

### *Understanding*

- Understand leadership management and the role event planning plays in public relations practice
- Learn the basics of event finance and budget management
- Recognize some of the different types of events and the variety of needs that come with each type
- Appreciate that event attendees want to have 'an experience' at an event, and understand appropriate ways to provide this based on type of event; and
- Study effective promotion of events

### *Application*

- Attend and evaluate campus and community events submitting an assessment assignment for each event
- Network with professionals in public relations and greater community
- Improve written and oral communication skills through written briefs, assessments, and presentations or reports
- Complete project researching, planning, promoting, executing, and evaluating a special event during the course of the semester
- Gain experience creating effective event/organization goals and timelines
- Learn about personal leadership style and determine areas of potential growth
- Enhance leadership and organizational skills within an event management role
- Develop a presentation or report about the special event project that describes the experiential learning that took place during the process



## JOURNALISM AND STRATEGIC MEDIA POLICIES

### Portfolio requirement

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

### Email

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

### Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

### Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing

grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

### Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

### Academic integrity

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 11, 2018*)

### Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the

“Submit” button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

### **Deadlines**

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

### **AP Style and grammar**

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

### **Disability and accommodations**

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

### **Diversity and inclusivity**

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

### **Weather policy**

Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

### **Student support**

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.