

Event Planning

PBRL 4301-M50

Spring 2021

eCourseware/Online

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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

Event Planning and Management: Principles, Planning and Practice (2nd Edition). Dowson, R. & Bassett, D. New York: Kogan. ISBN 978-0-7494-8331-9

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 Spring 2021 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 and 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.

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 1,280 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

Client Meeting Summary	100 points
Evaluation plan	100 points
Budget worksheet	50 points
Discussion posts (x12 10 points each)	120 points
Quizzes (x9 15 points each)	135 points
Promotional plan peer & individual evaluations	20 points
Promotional plan individual grade	25 points
Planning & execution plan timeline peer &	

Individual evaluations	20 points
Planning & execution plan timeline individual grade	25 points
Event proposal peer & individual evaluations	20 points
Event proposal individual grade	25 points
Day-of-event peer & individual evaluations	20 points
Day-of-event individual grade	25 points
Event Evaluation report peer & individual evaluations	20 points
Event Evaluation report individual grade	25 points
Participation	50 points

Team Assignments

Promotional plan	100 points
Planning and execution timeline	100 points
Event proposal	150 points
Day-of-event timeline	50 points
Event Evaluation report	100 points
Total	1,280 points

A+ = 1,235 – 1,280 points, **A** = 1,184 – 1,234 points, **A-** = 1,146 – 1,183 points

B+ = 1,107 – 1,145 points, **B** = 1,056 – 1,106 points, **B-** = 1,018 – 1,055 points

C+ = 979 – 1,017 points, **C** = 928 – 978 points, **C-** = 890 – 927 points

D+ = 852 – 889 points, **D** = 762 – 851 points

F = 761 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). 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 Zoom office hours 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, Jan. 19 - 24: Introduction to events & event industry trends

Readings: CH1 Introduction to events (*Event Planning & Management*)

Assignments:

- Introduction Discussion Post – DUE Jan. 24
- Syllabus quiz – DUE Jan. 24 (**Note:** Course content for Week 1 will not be available until you successfully complete the syllabus quiz.)
- Quiz 1: Intro to Events – DUE Jan. 24
- Week 1 discussion post: What's trending? – DUE Jan. 24

Week 2, Jan. 25 - 31: The event planning process

Readings:

- CH2 Putting event planning into motion (*Event Planning & Management*)
- Project Management for Event Planners (eCourseware)
- Best Project Management Tools for Event Planners (eCourseware)

Assignments:

- Quiz 2: The event planning process – DUE Jan. 31
- Week 2 discussion post: Project Management for Event Planners – DUE Jan. 31
- Week 1 discussion post (Event trends) feedback – DUE Jan. 31
- Client meeting summary – DUE Feb. 7 (Dropbox)

Week 3, Feb. 1 - 7: The project: JRSM virtual awards ceremony

Readings:

- Virtual Events in 2020: The Ultimate Guide (eCourseware)
- Virtual Event: Strategy & Execution (eCourseware)
- Online Events are Here to Stay (eCourseware)

Assignments:

- Week 3 discussion post: Your virtual event experience – DUE Feb. 7

DUE: Client meeting summary (Dropbox)

Week 4, Feb. 8 – 14: Promoting your event

Readings: CH8 Drawing in the crowds – promotion and publicity for events

Assignments:

- Quiz 3: Event promotion – DUE Feb. 14
- Week 4 discussion post: Using social media to promote your event – DUE Feb. 14
- Team: Develop a promotion plan – DUE Feb. 21
- Team: Develop an event proposal – DUE March 14

Week 5, Feb. 15 – 21: Measuring your event's success

Readings: CH11 Measuring success – post-event evaluation and insights

Assignments:

- Quiz 4: Evaluation – DUE Feb. 21
- Week 5 discussion post: Evaluating virtual vs. in-person events – DUE Feb. 21
- Week 4 discussion post (social media) feedback – DUE Feb. 21
- Develop an evaluation plan – DUE Feb. 28

- Promotion plan self-evaluation survey (Google Form) – DUE Feb. 21
- Promotion plan team member evaluations survey (Google Form) – DUE Feb. 21

DUE: Team promotion plan (Dropbox)

DUE: Promotion plan self-evaluation survey (Google Form)

DUE: Promotion plan team member evaluations survey (Google Form)

Week 6, Feb. 22 - 28: Developing your event content

Readings: CH4 Developing your event program and content (*Event Planning & Management*)

Assignments:

- Quiz 5: Event content – DUE Feb. 28
- Week 5 discussion post (evaluation) feedback – DUE Feb. 28
- Team: Event planning and execution timeline – DUE March 5

DUE: Evaluation plan (Dropbox)

Week 7, March 1 - 5: Selecting the destination | Wellness Break (SA – TU)

Readings: CH3 Location, location, location! Destination and venue selection for events (*Event Planning & Management*)

Assignments:

- Quiz 6: The Destination – DUE March 5
- Week 7 discussion post: Where would you hold the event if in-person and why? – DUE March 5
- Event evaluation self-evaluation survey (Google Form) – DUE March 5
- Event evaluation team member evaluations survey (Google Form) – DUE March 5

DUE: Team event planning and execution timeline (Dropbox)

DUE: Event planning and execution timeline self-evaluation survey (Google Form)

DUE: Event planning and execution timeline team member evaluations survey (Google Form)

Week 8, March 10 - 14: Wellness Break (SA – TU) |Event Proposal DUE [Work Week]

Readings: No new readings

Assignments:

- Week 7 discussion post (location) feedback – DUE March 14

DUE: Team event proposal (Dropbox)

DUE: Event proposal self-evaluation survey (Google Form)

DUE: Event proposal team member evaluations survey (Google Form)

Week 9, March 15 - 21: Safety & logistics

Readings: CH6 Site safety and logistics (*Event Planning & Management*)

Assignments:

- Quiz 7 – DUE March 21
- Week 9 discussion post: Safety concerns for virtual events? – DUE March 21

Week 10, March 22 - 28: Budgeting & finances

Readings: CH9 Budgeting, finances and procurement for events management

Assignments:

- Quiz 8 – DUE March 28
- Week 9 discussion post (safety) feedback – DUE March 28

- Create a budget worksheet for the virtual event – DUE April 4

Week 11, March 29 – April 4: Event day management

Readings: CH10 A practical guide to managing an event on the day

Assignments:

- Quiz 9 – DUE April 4
- Team: Create detailed day-of-event timeline

DUE: Virtual event budget worksheet (Dropbox)

Week 12, April 5 - 7: TBD + Wellness Break TR – SU

Assignments:

- Day-of-event self-evaluation survey (Google Form) – DUE April 7
- Day of event team member evaluations survey (Google Form) – DUE April 7

DUE: Team Detailed day-of-event timeline (Dropbox)

DUE: Day-of-event self-evaluation survey (Google Form)

DUE: Day-of-event team member evaluations survey (Google Form)

Week 13, April 12 - 18: Event planning Work Week

Time to work on event planning and get questions answered

Week 14, April 19 – 25: Execute JRSM virtual awards ceremony

Note: Everyone is expected to attend the virtual event.

Assignments:

- Team: Event evaluation report – DUE May 5
- Event evaluation self-evaluation survey (Google Form) – DUE May 5
- Event evaluation team member evaluations survey (Google Form) – DUE May 5

Week 15, April 26 - 27: Wrapping up

May 5: Final assignments due

DUE: Team event evaluation report (Dropbox)

DUE: Event evaluation self-evaluation survey (Google Form)

DUE: Event evaluation team member evaluations survey (Google Form)

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 or JRSM 3905 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 be required 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.

COVID-19 protocols for this course

Student Accommodations

Students with accessibility issues or learning accommodation issues due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at drs@memphis.edu. (<https://www.memphis.edu/drs/index.php>)

Academic Integrity

Plagiarism, cheating and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly, through participation or assistance, are immediately responsible to the instructor of the class in addition to other possible disciplinary sanctions which may be imposed through the regular institutional disciplinary procedures. (<https://www.memphis.edu/osa/students/academic-misconduct.php>)

Student Health

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu.

Student Resources

Students who need additional resources can visit the Dean of Students Office website at <https://www.memphis.edu/deanofstudents/crisis/index.php>.

Guidelines for classes, labs and equipment in Meeman Journalism Building in Spring 2021

- Anyone feeling sick should stay home and join class virtually.

- Social distance from all others at least 6 feet.
- Wear a mask at all times when in University buildings and on campus.
- Wash hands or use hand sanitizer regularly.
- No more than one person in the elevator at a time.
- Disinfect your workstation before and after use, including desks, keyboards, mice and screens. Wash your hands after cleaning.
- Have phone or Zoom meetings with professors and classmates. Do not meet face to face, if possible.