

Event Management for Public Relations

PBRL 4301-501

Fall 2020

Zoom

Tori Cliff, M.A.

Office: Virtual by Zoom or phone

Office Hours: TR 12:50-2:50 by appointment only

Mobile number: 731.803.2345

Email: tmcliff@memphis.edu

Slack: [Workspace](#)

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, for profit and community-based initiatives and organizations.

Prerequisites

60 hours of completed coursework

Textbooks, Software and Required Materials

Fenich, G. G. (2015). Productions and logistics in meetings, expositions, events, and conventions. Boston:Pearson.

Classroom format

The class will be presented in discussion format. It is a hybrid class, meaning work will be accomplished during scheduled class time via Zoom, and on your own using various digital platforms.

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 Term Year course list available to you, click on the link for PBRL4301 - 501 to enter your course and read the instructions on the welcoming page

Course Requirements

Meeting deadlines is essential for media professionals. Regular attendance in class is important for your success. If you know about an absence in advance, you are encouraged to check with me to see if arrangements may be made to turn in the work early (at my discretion). If you become ill, or are in quarantine, without access to complete your work, please communicate with me right away to see if we can make suitable accommodations, like extending deadlines a bit, or

issuing an incomplete for your class grade as opposed to an F.

The basic requirements for this course include these elements:

1. Complete assigned readings each week;
2. Arrive to each class punctually and prepared;
3. Check campus email each weekday morning by 8 a.m.;
4. Complete all work on or before deadline and with excellence;
5. Do well on class exams;
6. Be respectful of classmates and professor at all times; and
7. Participate in meaningful class discussion and activities/exercises.

Grading

Assignments/Exercises/Activities/Discussion = 40%

Exams/Knowledge Checks = 30%

Project = 20%

Presentation = 10%

A= 90-100

B = 80-89

C = 70-79

D = 60-69

F = 0-59

Other issues

Come to class on time, and ready to participate. Sitting quietly won't work in this class, as it will be high discussion. Attendance is mandatory.

When you enter the Zoom classroom, please turn your camera on, and mute yourself when not speaking. This will reduce our background noise.

If someone is screensharing, temporarily turn your camera off. Turn your camera back on after screensharing is complete. You may toggle back and forth several times in one class period, but it does save bandwidth. It is also simple. The buttons for muting and camera on/off are located at the bottom left of the Zoom window once you enter the meeting space.

I recommend only having the tabs open that are necessary in order to allow your processor to move more quickly.

If you need to ask a question, physically raise your hand so that we can see it in the camera or choose the raise hand option in Zoom. Feel free to use the chat option but know that I will not be checking it very often, so it is best to raise your hand and ask a question. Also, if you PM someone in the chat, it is visible to everyone if the session is recorded. I plan to record most or all of our sessions, so please keep that in mind.

If you need to excuse yourself for a quick break (i.e. bathroom) then feel free to turn your camera

off and leave your microphone on mute. Take your break, then turn your camera back on.

If you are experiencing a lag or tech issue, it may be best to log out/end session and log back in.

COURSE SCHEDULE

Week 1, Welcome!

We'll introduce ourselves, review the syllabus and course format

Readings: Ch. 1

Assignments: Syllabus Quiz, and complete any other materials in week 1 content in eCourseware

Week 2, Chapter 1 Discussion

This chapter covers an introduction to this industry.

Readings: Ch. 2

Assignments: complete any materials outlined in week 2 content in eCourseware

Week 3, Chapter 2 Discussion

This chapter is about on-site meetings and event management.

Readings: Ch. 3

Assignments: Complete any materials outlined in week 3 content in eCourseware

Week 4, Chapter 3 Discussion

This week is about designing, organizing and producing the environment for meetings, conventions and events.

Readings: Ch. 4

Assignments: Attend a virtual event and complete the assignment spec to record what you learned (dropbox NLT 11:59 p.m. this Sunday) and complete any other materials outlined in week 4 content in eCourseware

Week 5, Chapter 4 Discussion, and Quiz 1 (ch. 1-4)

This week is about managing the technical aspects of meetings, conventions and events.

Readings: Ch. 5

Assignments: Quiz 1, attend a virtual event and complete the assignment spec to record what you learned (dropbox NLT 11:59 p.m. this Sunday) and complete any other materials outlined in week 5 content in eCourseware

Week 6, Chapter 5 Discussion

This week is about meeting registration.

Readings: Ch. 6

Assignments: Attend a virtual event and complete the assignment spec to record what you learned (dropbox NLT 11:59 p.m. this Sunday) and complete any other materials outlined in week 6 content in eCourseware

Week 7, Chapter 6 Discussion

This week is about food and beverage production.

Readings: Ch. 7

Assignments: Attend a virtual event and complete the assignment spec to record what you learned (dropbox NLT 11:59 p.m. this Sunday) and complete any other materials outlined in week 7 content in eCourseware

Week 8, Chapter 7 Discussion and Quiz 2 (ch. 5-7)

This week is about management of human resources.

Readings: Ch. 8

Assignments: Begin to conceptualize and plan your own virtual event and complete the assignment spec that accompanies it (dropbox NLT 11:59 p.m. this Sunday) and complete any other materials outlined in week 8 content in eCourseware

Week 9, Chapter 8 Discussion

This week is about training and supervision.

Readings: Ch. 10

Assignments: Continue planning and creating your own virtual event. Complete the Gantt chart assignment (template in Google Drive) and share the document with me (torimcliff@gmail.com) NLT 11:59 p.m. this Sunday, and any complete any other materials outlined in week 9 content in eCourseware

Week 10, Chapter 10 Discussion, Quiz 3 (ch. 8, 9, 10)

This week is about logistics.

Readings: Ch. 11

Assignments: Continue planning and creating your own virtual event. Update the Gantt chart as you complete tasks or run into a need to revise (template in Google Drive). Make sure that you continue sharing the document with me (torimcliff@gmail.com) for the remainder of the semester, and complete any other materials outlined in week 10 content in eCourseware

Week 11, Chapter 11 Discussion

This week is about financial management.

Readings: Ch. 12

Assignments: Continue planning and creating your own virtual event. Virtual events/presentations begin next week! Update the Gantt chart as you complete tasks or run into a need to revise (template in Google Drive). Make sure that you continue sharing the document with me (torimcliff@gmail.com) for the remainder of the semester, and complete any other materials outlined in week 11 content in eCourseware

Week 12, Chapter 12 Discussion and Student Virtual Events Begin

This week is about marketing and sales.

Readings: Ch. 13

Assignments: Conduct your own virtual event and complete any other materials outlined in week 12 content in eCourseware

Week 13, Chapter 13 Discussion and Student Virtual Events Continue

This week is about sales initiatives in meetings and events.

Readings: Ch. 14

Assignments: Conduct your own virtual event and complete any other materials outlined in week 13 content in eCourseware

Week 14, Chapter 14 Discussion and Student Virtual Events Continue

This week is about effective communication amongst crew during the event.

Readings: Review for last exam

Assignments: Conduct your own virtual event and complete any other materials outlined in week 14 content in eCourseware, and submit all of your virtual event materials to appropriate dropbox NLT 11:59 p.m. this Sunday.

Week 15, Finals week

Complete Quiz 4 (ch. 11, 12, 13, 14)

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)

1. Select and apply appropriate research and project management tools in support of event planning.
2. Evaluate and critique events.
3. Plan and execute a special event.
4. Identify appropriate marketing strategies for different events.
5. Work effectively in a group.
6. 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.

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>.