

Course Syllabus

**COMMUNICATION 312-201:
Special Events Planning
Fall 2015
Mondays 4:15 – 6:45 p.m.
August 24, 2015 – December 4, 2015**

Instructor: Virginia Mann

Office:

Office Hours: I try to be as accessible as possible to students. Please don't hesitate to contact me via email or telephone. Emails, of course, may be sent at any time. Phone calls are preferred between 9:00 a.m. and 9:00 p.m. If you would prefer to meet in person at a time other than scheduled office hours, I will make every effort to accommodate you.

I will be available on the Lake Shore Campus on Mondays from 1:30 – 2:00p.m.
I will also have office hours in Lewis Towers on Mondays from 3:00 – 4:00 p.m.

Email: vmann1@luc.edu

Telephone: 312-420-3344

Mailbox:

Classroom: Water Tower Campus, Corboy 302

REQUIRED TEXTS:

Professional Event Coordination, Julia Rutherford Silvers, John Wiley & Sons,
ISBN: 978-0-470-56071-6

- Additional readings may be provided or recommended by the instructor.

PLEASE NOTE:

The instructor reserves the right to make changes in the course schedule and class assignments. Students should attend class, check their email and check Sakai to make certain they are up-to-date with class activities and aware of any changes.

COURSE DESCRIPTION:

In this course, students will gain hands-on experience in event planning. Students will also learn to anticipate and execute the needs of an organization or community planning special events.

Students will gain an understanding of different types of special events, the factors that go into planning them, and the expectations of participants.

COURSE OBJECTIVES:

1. To help students understand the various types of special events
2. Familiarize students with the requirements and challenges of planning events
3. Provide guidance on marketing and communications related to events
4. Understand roles and resources for event planning
5. Be aware of obstacles
6. Acquire hands-on experience with event planning
7. Understand how to evaluate the success of an event
8. Develop a framework for a successful event

COURSE GRADING

Class Participation: 10%

Students are expected to attend every class. Students are also expected to share ideas, ask questions, volunteer solutions and participate in discussion. To maximize their ability to participate effectively it is important to come to class prepared. This includes having completed assigned readings and being prepared to discuss them. Students may be expected to complete quizzes and essays during the course of the semester.

Group Project: 30%

Students will divide into groups of 3 for a semester-long project. Each group will be required to plan all the components of a special event. Students will present their project to the entire class toward the end of the semester. They will also be required to submit an event planner's event binder with all related materials for the event.

Mid-Term and Final Exams: 40%

Students will be expected to complete a mid-term exam that will cover materials presented in class and related readings up to the mid-term and a final exam. Exams will likely include a combination of multiple choice and/or essay questions.

Hands-on Experience: 20%

Students are required to volunteer a minimum of 4 hours of their time to a medium- to large-sized event for a Chicago-area not-for-profit, association or business. 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 team. Students must also turn in a 2-3 page summary of the event, their role and related learnings. Assessments must be submitted by Nov. 23.

ATTENDANCE:

Students are expected to attend class. Should there be a required absence, it is the student's responsibility to obtain and complete assignments from other students and complete it for the next class meeting. **Absence during an exam is not acceptable. If you must be absent those days, you must contact the instructor in advance.** Students missing an exam will be required to present medical or other emergency/official documentation explaining their absence

before they will be permitted to make up the exam. **Missing classes will likely contribute to a lower grade for class participation.**

DEADLINES

Communication professionals **always meet deadlines**. Assignments are due at the beginning of class. Late assignments will not be accepted. If you must miss a class, your assignment still must arrive on time. Penalties for missed deadlines are even more severe in the real world.

GRADING SCALE

Total available points for this class will be 1,500

Students will need the associated points to earn the grades below:

A	93-100	A-	90-92
B+	87-89	B	83-86
B-	80-82	C+	77-79
C	73-76	C-	70-72
D+	67-69	D	64-66
F	below 64		

CLASSROOM MANNERS

Cell phones should be turned off and kept in your bag. Be respectful of fellow students and be in your seat when class begins. Use laptops or pads in class for notes only. Listening and participation are important to your grade. It's hard to do either if you are using your laptop for other activities. Hold side conversations outside the classroom.

TIPS FOR SUCCEEDING IN THE COURSE:

- Attend class. If the instructor talks about it during class it must have some significance.
- Read the text prior to the date it will be discussed in class. If something is not clear ask about it in class. Participate in discussions about the readings.
- Proof and edit your work. Re-write, edit, and edit again. Follow AP style. Use Spell Check. All public relations work is about communicating effectively and professionally. Students are expected to use correct spelling, punctuation and grammar. **Points may be deducted for spelling, grammar and punctuation errors.**
- Keep up with the work and the readings. Don't put off what you need to do.
- Style counts. Communication isn't just about the words. Materials are expected to be professional. Handwriting must be legible. Quality counts in all communications.
- Have fun.

SCHOOL OF COMMUNICATION STATEMENT ON ACADEMIC INTEGRITY

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents. Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
- Attempting to change answers after the examination has been submitted;
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom;
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;
- Submitting as one's own another person's unpublished work or examination material;
- Allowing another or paying another to write or research a paper for one's own benefit; or
- Purchasing, acquiring, and using for course credit a pre-written paper.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at <http://luc.edu/english/writing.shtml#source>.

In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at:

http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml.

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.

(The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.)

STUDENTS WITH DISABILITIES: Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates.

SEXUAL HARASSMENT is defined as unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature. Loyola University Chicago will not tolerate it by faculty, students or other employees, and will attempt to take prompt corrective action against any sexual harassment by or of its students, faculty and employees. Persons who believe they have been harmed by harassment of this kind should bring the conduct to the attention of the School of Communication dean's office. All complaints are taken seriously and no one reporting them will suffer reprisal or retaliation from the university. Such complaints will be treated in confidence to the extent feasible, given the need to conduct a thorough investigation and take corrective action.

Event Planning Class Schedule

The following is a working schedule. Additional readings and speakers will be announced in class. **The class schedule is subject to change. With the exception of Chapter 1, students are expected to have read the chapters to be covered prior to coming to class.** This will help maximize learnings, allow us to focus on the areas most pertinent to students and clarify any content that is unclear.

Week

Week 1
Aug. 24-26-28

Introductions, Syllabus-Chapter 1
Introduction
Review of Syllabus
Anatomy of an event

Week 2
Aug. 31

Chapter 1 & Chapter 14, Selection of teams and discussion of projects
Knowledge management
Selection of teams for the semester-long group project

Week 3
September 7

No Class

Week 4
Sept. 14

Chapters 2, 3, 4, Selection of volunteer activities

Creating an event plan
Developing the event site
Event infrastructure
Turn-in volunteer activity selection

Week 5
Sept. 21

Chapters 5, Group project meeting
Accommodating the audience
Meet with your group to work on your project

Week 6
Sept. 28

Chapters 6 & 7, Submit group project plan
Coordinating the environment
Fundamentals of production
Submit plan for group project

Week 7
Oct. 5

No Class

Week 8
Oct. 12

Mid-term, Chapters 8 & 9,
Mid-term exam
An engaging experience
Ancillary programs

Week 9
Oct. 19

Chapters 10 & 11
Food & beverage
Memorable events
If time permits, group project work
Submit project budget

Week 10
Oct. 26

TBD
Speaker.

Week 11
Nov. 2

Chapters 12 & 13
Safe operations
Vendors & volunteers

Week 12
Nov. 9

Chapter 15, Group project work
Sustainability
Meet with your team to work on group project

Week 13
Nov. 16

Group project presentations

Week 14
Nov. 23

Group project presentations

Week 15,
Nov. 30

Semester Review

Final Exam, Dec. 7, 4:15 p.m.

PLEASE NOTE: This class will include additional speakers to address meeting planning related topics. Please see additional information regarding the hands-on experience activity and the class project on the next pages.

Communications 312 Special Events Planning Group Project

The event

Each group will create an event that they will plan. All events must be approved by the instructor. Deliverables for this project include:

- Project plan
- Site selection summary
- Budget
- A completed meeting planner's event binder
- A 15 minute presentation to the class

Possible event examples:

- Non-profit fundraiser (must be a registered 501(c)3 organization)
- An association event
- Business event
- Academic event
- Cultural event

Meeting planner's event binder

Each group must create a meeting planner's event binder for their project. The event binder must include the following:

- An event summary (who, what when, where, why, how)
- A detailed budget

- Detailed timeline
- Event location selection, including:
 - Criteria for site
 - Options considered
 - Explanation of how/why the site selected was chosen
- Registration process
- Marketing & public relations plan
- Sample marketing pieces including but not limited to:
 - Save-the-date
 - Invitations
 - Program
 - Advertising
- Event design and show flow
- Vendor analysis and selection
- Safety and security plan
- Staffing/volunteer plan
- Day-of event plan
- Measurement / sample survey

Options for hands-on experience

Below is a list of options for hands-on experience. Students are free to participate in helping plan one of the events below, or find their own option. Students finding their own option must find one that is a medium- to large-sized event by a recognized organization. They must receive prior approval from the instructor to receive credit for hands-on experience for the event.

The Anti-Cruelty Society

- Pints for pets (Oct. 20)
- Fee-waiver event (Oct. 24?)

Treehouse Humane Association

- Chicago Internet Cat Video Festival Chicago (Sept. 19)
- Black Cat Ball Chicago (Nov. 21)

American Medical Association & Tedmed

- Inspirations In Medicine Chicago (Oct. 1)

Chicago Veterinary Emergency & Specialty Center

- Continuing Education Program for veterinarians and veterinary technicians Chicago (Oct. 18)
- Junior Vet Academy for children Chicago (Nov. 8)