

Syllabus: **EVENT MANAGEMENT PBM202, SUMMER 2020**

General Information

Instructor Information and Availability

Instructor name: Daniel Schofield
Phone number: 541-602-0886
E-mail address: schofid@linnbenton.edu
Virtual office hours: available by appointment
Location of office hours:

Course Information

Course name: Event Management
Section number: PBM202
CRN: 16394
Duration: June 30th - September 6th
Number of credits: 3
Classroom: On-line

Prerequisites:

None required

Course Materials

Required:

- No textbook is required
- Access to LBCC Moodle & PC with internet

Course-Specific Requirements

Off-campus field trips (TBD)

Course Description

This course reviews the logistical and operational aspects of event management. Students will incorporate their learning from marketing, accounting, and business management with new concepts in time management, logistics, supervision, and project management. In addition to preparing and developing an event plan, students will work individually to implement a campus event and evaluate effectiveness.

Learning outcomes

Create an event plan with goals and objectives that outlines timelines, logistics, staffing, marketing and promotion, budget considerations, vendors, security, and any foreseeable challenges. • Prepare and evaluate an event plan clearly and with professionalism. • Work effectively as part of a team member. • Demonstrate skill in relating professionally with customers and clients. • Demonstrate leadership in negotiation, persuasion, and conflict resolution. • Implement an event plan as a class. What to expect in the first half of the term we will explore what an event is, talk about

audiences, goals for the event, explore invitation and publicity content, think about event locations, and hear from vendors and service providers on the two field trips.

Assignments:

There are 3 major components in creating your event plan: Event Concept Statement (Due August 4th), Marketing Strategy, and Production Design (Both Due August 18th). The production layout design of the multimedia, staging, lighting, etc will be your final project for the Technology in Event Management class (PBM 201). I will provide clear expectations of these assignments in week 2. In the meantime, start thinking about what type of event you want to develop. Stay focused on the event theme and venue and avoid thinking about details or specifics.

You are not required to purchase any text books for this class. You may wish to find or buy creative supplies to use in communicating your design ideas. You are welcome to purchase items, but you may be able to find what you're looking for around your home.

Academic Integrity at LBCC embraces Excellence. We aspire to the highest ideal with honesty and integrity. LBCC does not tolerate any form of cheating, dishonesty, fraud, forgery, copyright violations or plagiarism. Students charged and found responsible for violating these policies will have serious consequences, from failing grade/grades to removal/suspension/expulsion. LBCC expects students to maintain honesty and integrity in all work, communications, and interactions. This means that we show respect for the ideas and expressions of others, respecting their right to own their research and their words. Students are expected to do their own work in class. In classes where group work is permitted/encouraged, students are urged to request clear guidance on what work may be done in a group and what work is done only by the individual. For a definition of plagiarism and Academic Integrity, please see the Student Rights, Responsibilities and Conduct document at www.linnbenton.edu/student-rights, page 17. Veterans and active duty military personnel with special circumstances are welcome and encouraged to communicate these, in advance, to the instructor.

Student Learning Outcomes

Upon successful completion of this course, students will be able to:
Develop and create an event plan that outlines time management, logistics, marketing and promotions, budget considerations, food and activities, technology, and project management.

Class Policies

Behavior and Expectations

You are held accountable to the [Student Code of Conduct](#), which outlines expectations pertaining to academic honesty (including cheating and plagiarism), classroom conduct, and general conduct.

Testing

None required

Grading

Grading for midterm/final project: Grades are determined by defining and meeting objectives, developmental schemes of ideas and activities, applying creativity and imagination, implementing technology, and competence of the written presentation.

Note any special treatment of grades (e.g. lowest quiz score dropped).

Final Grade Calculation:

- A = 90-100% Excellent Work
- B = 80-89% Good Work
- C = 70-79% Average Work
- D = 60-69% Poor Work
- F = 0-59% Failing Work

Letter Grade	Percentage	Performance
A	90-100%	Excellent Work
B	80-89%	Good Work
C	70-79%	Average Work
D	60-69%	Poor Work
F	0-59%	Failing Work

Late Assignment Policy

Students are expected to submit assignments on the assigned due date. In the event of extenuating circumstances, a student may request an extension without penalty.

College Policies

LBCC Email and Course Communications

You are responsible for all communications sent via Moodle and to your LBCC email account. You are required to use your LBCC provided email account for all email communications at the College. You may access your LBCC student email account through Student Email and your Moodle account through Moodle.

Disability and Access Statement

LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through the Center for Accessibility Resources (CFAR) and would like to use your accommodations in the class, please talk to your instructor as soon as possible to discuss your needs. If you believe you may need accommodations but are not yet registered with CFAR, please visit the [CFAR Website](#) for steps on how to apply for services or call 541-917-4789. Use one of three approved syllabus

statements located on the [Center for Accessibility Resources Faculty Resources](#) webpage.

Statement of Inclusion

To promote academic excellence and learning environments that encourage multiple perspectives and the free exchange of ideas, all courses at LBCC will provide students the opportunity to interact with values, opinions, and/or beliefs different than their own in safe, positive and nurturing learning environments. LBCC is committed to producing culturally literate individuals capable of interacting, collaborating and problem-solving in an ever-changing community and diverse workforce.

Title IX Reporting Policy

If you or another student are the victim of any form of sexual misconduct (including dating/domestic violence, stalking, sexual harassment), or any form of gender discrimination, LBCC can assist you. You can [report](#) a violation of our sexual misconduct policy directly to our Title IX Coordinator. You may also report the issue to a faculty member, who is required to notify the Coordinator, or you may make an appointment to speak confidentially to our Advising and Career Center by calling 541-917-4780.

Campus Police/Emergency Resources

You may review emergency services and resources at the LBCC [Public Safety website](#). Campus Safety can be reached using the 'Code 2' button on any campus phone or by dialing x411 on campus or (541) 917-4440 off campus. Dial 911 for off campus emergencies.

Public Safety link for printed syllabus: <https://www.linnbenton.edu/future-students/stuff-parents-want-to-know/public-safety>

Campus Resources

Tips for Success in This Class

Attend all field trips and class meetings (when applicable), complete all writing assignments, and organize and develop the final project.

Changes to the Syllabus

I reserve the right to change the contents of this syllabus due to unforeseen circumstances. You will be given notice of relevant changes in class, through a Moodle Announcement, or through LBCC e-mail.