

## Syllabus for EVENT MANAGEMENT PBM 202, spring 2017

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Office hours: M evening by appointment, W 2-2:50 p.m.

Office location: SSH208

Class/lab hours: M/W 3-4:50 p.m.

Class location: NSH 107

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### Description

This course reviews the elements of planning and implementing effective events. Students will incorporate their learning from marketing, accounting, and business writing with new concepts in time management, event staffing, logistics, and effective programming. In addition to preparing and presenting an event plan, students will work as a class to implement a campus event and evaluate effectiveness.

### Learning outcomes

- Create an event plan that outlines timelines, logistics, staffing, marketing and promotion, budget considerations, food and drink, and programming.
- Present and evaluate (orally and in writing) an event plan clearly and with professionalism.
- Work effectively as part of a team.
- 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 and goals for events, explore invitation and publicity content, think about event locations, and hear from vendors and service providers. The entire class/lab time on April 19 will be spent on a field trip.

Assignments will include reviews of articles, in which the lowest two scores will be dropped. Article reviews count for 40% of your grade. The remainder of the grade will be from projects and assignments that will assist you in building a portfolio that demonstrates your understanding of the topic.

All assignments are due by 5 p.m. on the date noted, unless otherwise discussed. Second half of term assignment schedule will be available week 5.

Assignment due dates for first half of term:

4/7: two article reviews

4/13: two article reviews

4/20: one article review, design assignment

4/26: two article reviews

5/3: project plan including summary, design and budget

### Required texts and materials

You are not required to purchase any text books for this class. You will, however, be responsible for finding industry articles, and writing multiple summaries of these articles throughout the term. On the

first day of class I will provide list serves that you can register for, along with some industry magazines in hard copy format to get started.

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, in nature or be able to borrow or repurpose for the need required.

#### Academic Integrity

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 student 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 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](http://www.linnbenton.edu/student-rights), page 17.

#### Veterans

Veterans and active duty military personnel with special circumstances are welcome and encouraged to communicate these, in advance, to the instructor.

#### Accommodating disabilities

You should meet with your instructor during the first week of class if you have a documented disability and need accommodations, your instructors needs to know medical information about you, or you need special arrangements in the event of an emergency. If you think you may need accommodation services, please call CFAR, 541-917-4789

#### Completing this class

I believe that each person who commits to this class, has the skills within themselves to succeed in the coursework. If you have any concerns about your understanding of the material, please connect with me as soon as possible. If extenuating circumstances prevent you from completing the course, LBCC recommends that you withdraw by submitting the proper paperwork prior to the end of the 7<sup>th</sup> week of class.