

Event Management/HPRM and PR

JOUR 4301/6301-001

Spring 2016

M 5:30-8:30 p.m.

Professor: Amanda Mauck, MBA

Office Hours: By Appointment: phone, email, virtually

Phone: 901-569-0843 (call or text)

Email: amauck@memphis.edu (please include J4301 or J6301 in subject line)

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.

PREREQUISITE:

Completed 60 hours of coursework

TEXTBOOKS/MATERIALS REQUIRED:

Bladen, Charles. *Events Management: An Introduction* (2012).

Additional articles as assigned in class.

COURSE REQUIREMENTS/POLICIES:

1. Be prepared: Make sure to read all assigned material before class and be prepared to discuss it. Your classroom participation in discussion will be part of your grade.
2. Assignments: Assignments will be announced, described and due dates given in class. Plan on a weekly assignment. Assignments are due via Dropbox in eCourseware.
3. It is your responsibility to check your email for class announcements. I will use this as our primary mode of communication
4. LATE WORK POLICY. Late work will NOT BE ACCEPTED unless you have made specific prior arrangements.
5. Attendance. Your attendance is mandatory. You may miss one (1) class unexcused. After that, your grade will be penalized. If you must miss more than one (1) class, please make arrangements first.
6. GRADUATE STUDENTS: To complete your graduate requirements, you will need to develop a final group project. Details for the project will be outlined on eCourseware.

J4301 GRADING:

1. Weekly Assignments (40%)
As assigned each week.
2. Midterm Exam (20%)
3. Final Exam (30%)
4. Class Participation (10%)

J6301 GRADING:

1. Weekly Assignments (25%)
As assigned each week.
2. Mid-term Exam (15%)
3. Group Project (25%)
4. Final Exam (25%)
5. Class Participation (10%)

TENTATIVE SCHEDULE

Week 1 – January 25, 2016:

Reading: Chapter 1 – Introduction
Chapter 2 – Managing Event Projects
Assignment 1

Week 2 – February 1, 2016:

Reading: Chapter 3 – Event Design and Production
Assignment 2

Week 3 – February 8, 2016:

Reading: Chapter 4 – Event Operations
Chapter 5 – Managing the Event Human Resource
Assignment 3

Week 4 – February 15, 2016:

Reading: Chapter 6 – Event Finance
Assignment 4

Week 5 – February 22, 2016:

Reading: Chapter 7 – Event Marketing
Assignment 5

Week 6 – February 29, 2016:

Reading: Chapter 8 – Event Health, Safety and Risk Management
No Assignment

Week 7 – March 7, 2016: **No Class - Spring Break**

Week 8 – March 14, 2016: **MIDTERM EXAM**

Week 9 – March 21, 2016:

Reading: Chapter 9 – Sporting Events
Assignment 6

Week 10 – March 28, 2016:

Reading: Chapter 10 – Mega-Events
Assignment 7

Week 11 – April 4, 2016:

Reading: Chapter 11 – Events in the Public and Third Sectors
Assignment 8

Week 12 – April 11, 2016:

Reading: Chapter 12 – Corporate Events
Assignment 9

Week 13 – April 18, 2016:

Reading: Chapter 13 – Cultural Events and festivals
Assignment 10

Week 14 – April 25, 2016:

Reading: Chapter 14 – Event Impacts, Sustainability and Legacy
Chapter 15 – Events and the Media
No Assignment

Week 15 – May 2, 2016: FINAL EXAM

FIVE PILLARS FOR JOUR4301

- **Professionalism:** Students will learn the professional routines of event planners as well as professional means to communicate in the event planning process.
- **Writing:** Students develop messages to inform publics about events, write event proposals, and evaluations.
- **Multimedia:** Students will develop creative materials for multiple platforms for event promotion and development.
- **Critical Thinking:** Students must decide the best course for their event, and must critically be able to defend their decisions.
- **Media Literacy:** Students must understand and evaluate various forms of media to determine their effectiveness for event marketing.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR4301:

- Enhance leadership and organizational skills within an event management roll.
- Improve written and oral communication skills.
- Learn about personal leadership style and determine areas of potential growth.
- Gain experience creating effective event/organization goals and timelines.
- Apply skills for successful event leadership through real event planning.
- Network with professionals in public relations and the greater community.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

Cognitive Objectives to be Mastered (Ability to Explain, Analyze, Understand, Think Critically):

Students will learn to:

- Provide a conceptual overview and a systematic study of event programming, management, and marketing, and practical applications.
- 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 (Demonstrate Skills, Abilities, Techniques, Applied Competencies):

At the end of the semester students should meet the following performance standards:

- select and apply appropriate research tools in support of event planning;
- think critically regarding event planning logistics;
- work effectively in a group;
- plan and execute a special event;
- provide leadership to event management;
- evaluate and critique events;
- communicate the results in a final report/presentation.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR4301:

The class is designed to develop the skills necessary to design and execute public relations research for a client. During the class, students will work both independently and in teams.

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.

Application: Research, plan and execute a special event during the course of the semester.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- 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 basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation.

Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

DEPARTMENT POLICIES

PORTFOLIO REQUIREMENT:

All Department of Journalism undergraduate students are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentrations.

EMAIL:

You must have your UM email account activated. If you are using another provider, such as Google, you are required to have your UM email forwarded to that account. Go to <http://iam.memphis.edu> to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the university.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for her/her specific class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. Students are permitted three total unexcused absences without penalty. After three absences, the student's final grade will be deducted one letter grade for each absence. After seven unexcused absences, the student will fail the course. Absences for illness and other catastrophic emergencies, such as a death in the family, must be documented (e.g. doctor's note or obituary) to be excused from the total absence count. Students with excessive unexcused absences are encouraged to withdraw from the course prior to the drop deadline.

DEADLINES:

All deadlines are firm. This is journalism and mass communications. Assignments turned in late will NOT be graded. Late work is not accepted unless prior arrangements have been made with the instructor. Students are NOT permitted to make up assignments, quizzes, tests, etc. that occurred during an unexcused absence. Students who will miss class and/or a deadline because of an excused absence are expected to notify the instructor immediately upon knowing the absence will occur; exceptions will be made for reasonable circumstances. Students who are absent during the final exam are not permitted to make up the exam and will earn a grade of 0, which might result in failure of the course.

ACADEMIC INTEGRITY:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, a student receiving any assistance from others for work assigned to be done on his/her own, and violations of copyright law as acts of academic dishonesty punishable to the degree determined appropriate by the course instructor and department chair. Penalties might include grade reductions or dismissal of the student from the university.

“Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com’s restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all.” (Office of Legal Counsel, October 17, 2005)

Intellectual property and copyright guidelines

1. Ideas cannot be copyrighted, but the way they are described can.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

Plagiarism: From UM Student Handbook: The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower to coordinate reasonable accommodations for students with documented disabilities.

DIVERSITY:

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. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

WEATHER POLICY:

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.

AP STYLE AND GRAMMAR:

All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don’t know the style for a particular phrase, look it up or ask your classmates or the instructor.