

## **Event Management in PR**

JOUR 4301/6301-001

Spring 2017

5:30-8:30 p.m., Tuesdays

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.

#### **CLASSROOM FORMAT:**

##### **COURSE REQUIREMENTS/POLICIES:**

- 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.
- **COURSE WEBSITE ADDRESS:**
  - Go to the University of Memphis home page: <http://www.memphis.edu>
  - Click on the "MyMemphis" link at the bottom of the left column menu
  - Log in using your University of Memphis username and password.
  - Click on the "eCampus resources" tab.
  - In the center column of the page, click on the blue U of M eCourseware link
- **DEADLINES:**
  - Meeting deadlines is essential for media professionals. Regular attendance is vital in class. Late work will not be accepted unless there is an unavoidable emergency and documentation is provided, for instance, a car accident that resulted in hospitalization. If a student knows about an absence in advance, arrangements may be made with the professor to turn in the work early at the professor's discretion.
- **ATTENDANCE:**
  - Attendance is mandatory. Students who enter the classroom late are required to sit in the closest seat available near the front of the class by the door to minimize distraction. If a student is late more than three times, the professor may ask the student not to enter the classroom on any future days that they are late.

- Students who miss more than three classes are subject to drop one letter grade per absence at the discretion of the professor. Students with more than two tardies are subject to have their final grade reduced by one percentage point per additional tardy.
- It is your responsibility to check your email for class announcements. I will use this as our primary mode of communication
- **GRADUATE STUDENTS:**
  - To complete your graduate requirements, you will need to develop a final group project and presentation to your fellow students. 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 (15%)
4. Group Presentation (10%)
5. Final Exam (25%)
6. Class Participation (10%)

### **TENTATIVE SCHEDULE**

#### Week 1 – January 17, 2017:

Reading: Chapter 1 – Introduction  
Chapter 2 – Managing Event Projects  
Assignment 1 - Due: January 23

#### Week 2 – January 24, 2017:

Reading: Chapter 3 – Event Design and Production  
Assignment 2 - Due: January 30

#### Week 3 – January 31, 2017:

Reading: Chapter 4 – Event Operations  
Chapter 5 – Managing the Event Human Resource  
Assignment 3 - Due: February 6

#### Week 4 – February 7, 2017:

Reading: Chapter 6 – Event Finance  
Assignment 4 - Due: February 13

#### Week 5 – February 14, 2017:

Reading: Chapter 7 – Event Marketing  
Chapter 15 – Events and the Media  
Assignment 5 - Due: February 20

Week 6 – February 21, 2017:

Reading: Chapter 8 – Event Health, Safety and Risk Management

Week 7 – February 28, 2017: **MIDTERM EXAM**

Week 8 – March 7, 2017: **NO CLASS - SPRING BREAK**

Week 9 – March 14, 2017:

Reading: Chapter 9 – Sporting Events

Assignment 6 - Due: March 20

Week 10 – March 21, 2017:

Reading: Chapter 10 – Mega-Events

Assignment 7 - Due: March 27

Week 11 – March 28, 2017:

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

Assignment 8 - Due April 3

Week 12 – April 4, 2017:

Reading: Chapter 12 – Corporate Events

Assignment 9 - Due: April 10

Week 13 – April 11, 2017:

Reading: Chapter 13 – Cultural Events and festivals

Assignment 10 - Due: April 17

Week 14 – April 18, 2017:

Reading: Chapter 14 – Event Impacts, Sustainability and Legacy

No Assignment

Week 15 – April 25, 2017: **FINAL EXAM**

Week 16 - May 2: Graduate Student Project Presentations

#### **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 students in the Department of Journalism and Strategic Media 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 from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but 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 life, via a common email service, such as Gmail or Yahoo.

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 Storify 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:**

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 the <http://iam.memphis.edu> website 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. Others do not. Your instructor will set the policy for her/her specific class.

**ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to 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). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

**CHEATING:**

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, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

Further, as this is a journalism/mass communication 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 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)

**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.

**DEADLINES:**

Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your 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 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.

**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 Hall 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:**

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.