

Event Management in PR

PBRL 4301-501

Spring 2019

TR 11:20 a.m.-12:45 p.m.

Varnell-Jones 306

Professor: Tori Cliff, M.A.

Office Hours: TR 12:50-2:50 p.m. & by appointment

Phone: 731-425-1908

Email: tmcliff@memphis.edu (please include PBRL4301 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:

60 hours of completed coursework

TEXTBOOKS/MATERIALS REQUIRED:

Additional articles as assigned in class.

COURSE WEBSITE ADDRESS:

1. Go to the University of Memphis home page: <http://www.memphis.edu>
2. Click on the "MyMemphis" link at the bottom of the left column menu
3. Log in using your University of Memphis username and password.
4. Click on the "eCampus resources" tab.
5. In the center column of the page, click on the blue U of M eCourseware link

NOTE: We will NOT use the internal eCourseware email system on the course web page. Use your regular UM email located inside MyMemphis and correspond with the professor at the regular UM address noted at the top of this syllabus. In order to maintain FERPA requirements, only email the professor from your official UM email address. Email will be the official way we communicate outside of class. It is important that you check your email each morning before class.

This course is a hybrid, meaning we will accomplish work in the classroom and online using eCourseware. There may also be times we use other platforms such as Bluejeans or Twitter to accomplish our goals for the class. This will be discussed further in class.

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.

COURSE REQUIREMENTS/POLICIES:

Coming to class well prepared is essential. Completing reading assignments, staying informed about current events, and turning in high-quality work on or before deadline is a required.

The basic requirements for this course include these elements:

1. Complete assigned readings each week;
2. Arrive to each class punctually and prepared;
3. Complete quality work on deadline;
4. Pass class exams;
5. Be respectful of classmates and professor at all times;
6. Participate in meaningful class discussion;
7. Attend/plan/manage events as assigned.

Students will be required to attend and participate in events in various capacities.

PBRL4301:

1. Attend a minimum of two campus events and complete corresponding assignment
2. Attend one community event and complete corresponding assignment
3. Assist in planning, coordinating, and executing a minimum of one campus event and complete corresponding assignment

GRADING:

PBRL 4301:

1. Assignments/Exercises/Activities (40%)
2. Exams (30%)
3. Project (20%)
4. Presentation (10%)

OTHER ISSUES:

- No extra credit is available.
- Any written assignments will be checked for plagiarism.
- Unannounced quizzes will be given periodically at the beginning and end of class. Students that arrive late or leave early and miss a quiz will not be allowed to make it up for any reason other than a school-sponsored event that the student is required to attend. Written documentation will be required from the school official requiring attendance at event.

TENTATIVE SCHEDULE

Week 1 – January 15, 2017:

Reading: Chapter 1 – Introduction

Week 2 – January 22, 2017:

Reading: Chapter 2 – On-Site Meeting/Event Management

Week 3 – January 29, 2017:

Reading: Chapter 3 – Designing, Organizing & Producing the Environment for Meetings, Conventions and Events

Week 4 – February 5, 2017:

Reading: Chapter 4 – Managing the Technical Aspects of Meetings, Conventions and Events

Event: Career Exploration Speaker Series

Exam 1: Chapters 1-4

Week 5 – February 12, 2017:

Reading: Chapter 5 – Managing Registration

Week 6 – February 19 2017:

Reading: Chapter 6 – Food and Beverage Production

Week 7 – February 26, 2017:

Reading: Chapter 7 – Management of Human Resources

Exam 2: Chapters 5-7

Week 8 – March 5, 2017: **NO CLASS - SPRING BREAK**

Week 9 – March 12, 2017:

Reading: Chapter 8 – Training and Supervision

Week 10 – March 19, 2017:

Reading: Chapter 9 – Optimizing Speakers, Entertainment, and Performers

Final Deadline for Event Attendance Assignments (turn in corresponding

Dropbox)

Tentative Event: Career Trek, Younger & Associates

Week 11 – March 26, 2017:

Reading: Chapter 10 – Getting People from Here to There

Week 12 – April 2, 2017:

Exam 3: Chapters 8, 9, & 10

Reading: Chapter 11 – Financial Management

Week 13 – April 9, 2017:

Reading: Chapter 12 – Marketing and Sales in Meetings...

Final Deadline for all Event Projects (turn in corresponding Dropbox)

Project Presentations: Campus Events

Week 14 – April 16, 2017:

Reading: Chapter 13 – Sales Initiatives in the Meetings and Events Industry

Project Presentations: Campus Events

Week 15 – April 23, 2017:

Reading: Chapter 14 – On-Site Effective Event Communication

Project Presentation: Campus Events

Week 16 – R, May 2, 8-10 a.m.

FINAL EXAM (Chapters 11, 12, 13, & 14)

FIVE PILLARS OF PBRL4301

- *Professionalism:* Students learn the professional routines of event planners as well as professional means to communicate during the event planning process.
- *Writing:* Students develop appropriate audience-specific messages to inform publics about events, write event proposals, evaluations, and presentations or reports.
- *Multimedia:* Students are exposed to project management applications such as Microsoft Project and Slack.
- *Critical Thinking:* Students attend and evaluate events during the semester. Students must decide the best course for their event project, and be able to defend their decisions.
- *Media Literacy:* Students discuss each step in the event management process and its impact. Students must evaluate various forms of media to determine effectiveness for event marketing.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR PBRL4301:

- 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 current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):

- Provide a conceptual overview and a systematic study of event planning, management, marketing, logistics, risk assessment and practical applications.
- Understand the importance of considering diversity, accessibility, and inclusiveness when planning events.
- 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):

- Select and apply appropriate research and project management tools in support of event planning.
- Evaluate and critique events.
- Plan and execute a special event.
- Identify appropriate marketing strategies for different events.
- Work effectively in a group.
- Communicate the evaluation of special event in a final report/presentation.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET:

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
- Learn the basics of event finance and budget management
- Recognize some of the different types of events and the variety of needs that come with each type
- Appreciate that event attendees want to have 'an experience' at an event, and understand appropriate ways to provide this based on type of event; and
- Study effective promotion of events

Application:

- Attend and evaluate campus and community events submitting an assessment assignment for each event
- Network with professionals in public relations and greater community
- Improve written and oral communication skills through written briefs, assessments, and presentations or reports
- Complete project researching, planning, promoting, executing, and evaluating a special event during the course of the semester
- Gain experience creating effective event/organization goals and timelines
- Learn about personal leadership style and determine areas of potential growth
- Enhance leadership and organizational skills within an event management role
- Develop a presentation or report about the special event project that describes the experiential learning that took place during the process

JOURNALISM AND STRATEGIC MEDIA 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. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix, or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they 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 lives, via a common email service, such as Gmail.

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 writing 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:

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

ATTENDANCE:

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

COURSE REPETITION:

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

ACADEMIC INTEGRITY:

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism/mass media 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:

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

DEADLINES:

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the 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 must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

DISABILITY:

Students who need an accommodation based on the impact of a disability should 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. Media 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.

STUDENT SUPPORT:

Students who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.