



MERCER
COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

Course Number	Course Title	Credits
HOS 267	Event Planning	3
Hours: Lecture/Lab/Other	Co- or Pre-requisite	Implementation Semester & Year
3/0/0	None	Fall 2023

Catalog description:

Preliminary study of corporate and social event planning with special emphasis on a systematic approach to the processes of planning and execution. The course includes a comprehensive understanding of the event planning from point of sale through to its conclusion.

General Education Category:
Not GenEd

Course coordinator:
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Required texts & Other materials:

On-Premise Catering: Hotels, Convention Centers, Arenas, Clubs, and More, 2nd Edition
Patti J. Shock, John M. Stefanelli, Cheryl Sgovio
ISBN: 978-1-118-51379-8 August 2012 496 Pages

Course Student Learning Outcomes (SLO):

Upon successful completion of this course the student will be able to:

1. Interpret and discuss the components and trends involved in event planning (ILGs # 1, 4, 5, 10, PLOs # 3)
2. Differentiate the various stakeholders and their role in developing a budget and return on investment (ILGs # 1, 2, 4, 8, 9 PLOs # 3, 5, 7, 8)
3. Demonstrate a working knowledge required to plan and implement an event which includes designing the environment to display the proper protocols for ethnic, religious, and social events (ILGs # 1, 5, 8, 11 PLOs # 7,8)
4. Discuss and analyze site planning as well as food and beverage planning (ILGs # 1, 4, 10 PLOs # 3, 4, 7)
5. Demonstrate a working knowledge of the marketing and promotional requirements necessary for a successful event (ILGs # 1, 2, 4, 8, 10 PLOs # 4, 7)
6. Analyze and compare various sales initiatives required to be successful in the meetings and events industry (ILGs # 1, 2, 4, 10, 11 PLOs # 3, 4, 7)

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Institutional Learning Goal 5. Social Science. Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.

Institutional Learning Goal 8. Diversity and Global Perspective: Students will understand the importance of a global perspective and culturally diverse peoples

Institutional Learning Goal 9. Ethical Reasoning and Action. Students will understand ethical frameworks, issues, and situations.

Institutional Learning Goal 10. Information Literacy: Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

Program Learning Outcomes for Hotel Restaurant Management (PLO)

3. Plan and direct service for buffets and food-related activities and functions and understand the purchasing and requisition process;
4. Develop professional written and verbal, communication and computational skills related specifically to hospitality
5. Demonstrate an understanding principles of effective human resource management and the supervision of employees.
7. Demonstrate knowledge of best practices, various laws and regulations affecting food service operations.
8. Identify and interpret the skills employees require in various hospitality segments and positions within the segments including hotels, food service operations and specialized markets.

Units of study in detail – Unit Student Learning Outcomes:

Unit I Introduction to Planning of Meetings, Expositions, Events and Conventions (MEEC)

[Supports Course SLO # 1, 4, 5]

- Interpret and discuss the components and trends involved in event planning
- Discuss and analyze the key steps to creating, managing, and evaluating a strategic planning
- Overview of on-premises catering sales and marketing
- Theme Parties, Weddings, Outdoor Parties and Special Events

Unit II Meetings and Events as Complex Projects Food and Beverage

[Supports Course SLO # 2, 3, 4]

- Discuss project management techniques and processes in terms of techniques and processes as well as project management lifecycle and historical perspective
- Assess and evaluate risk management and demonstrate a working knowledge of risk mitigation

- Differentiate the various stakeholders and their role in developing a budget and return on investment
- Meal functions and beverage functions

Unit III **Event Program Planning**

[Supports Course SLO # 3, 4, 5, 6]

The student will be able to...

- Demonstrate a working knowledge required to plan and implement an event which includes designing the environment to display the proper protocols for ethnic, religious and social events
- Discuss and analyze site planning as well as food and beverage planning
- Demonstrate a working knowledge of the marketing and promotional requirements necessary for a successful event
- Analyze and compare various sales initiatives required to be successful in the meetings and events industry
- Staffing and financial controls
- Working with other departments

Evaluation of student learning:

Research Project (Paper & Presentation)	25%
Midterm Exam	20%
Final Exam	20%
Homework (as assigned)	10%
Attendance/Participation	15%
Scholarship Event- Attendance/Participation	10%
Total	100%