COURSE OUTLINE

Course No: HOS 267-010  
Course Title: Event Planning  
Lecture: 03 hr.  
Length: 14 Sessions  
Laboratory: None  
Credits: 03  
Prerequisites: None  
Co-requisites: None  
Last Revised: Fall 2018  
Division: Business & STEM

Course 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.

Course Coordinator: Douglas Fee, C.H.E

Text:  
*On-Premise Catering*, 2nd Ed.  
Patti J. Shock, Cheryl Sgovio & John M. Stefanelli  
Hoboken, NJ: John Wiley & Sons; 2011  

Method of Instruction – This course utilizes a combination of lecture, group discussion, field trip, and project work. Students are encouraged to ask questions and participate throughout the semester.

Course Competencies/Goals-  
*The student will be able to:*

- Interpret and discuss the components and trends involved in event planning  
- Differentiate the various stakeholders and their role in developing a budget and return on investment  
- 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

Professionalism – Students are expected to be courteous both verbally and in demonstrated behavior. Undignified behavior will not be permitted. Sexual harassment of any fellow student will not be tolerated. Students should make every attempt to attend all class sessions. Students should try to arrive on time and stay until the end of class unless they have notified the instructor prior to leaving early. There may be
times when individual students are unavoidably late for class, or must leave early; in these cases students should choose a seat near the room entrance. Once class session has begun, students should refrain from leaving the room and re-entering unless it is an emergency. Students who miss class are still responsible for all material covered, for announcements made, and for acquiring any materials that may have been distributed in class. It is important for students to stay focused on class discussions. For this reason, only one person at a time should be speaking. Side conversations are distracting for surrounding students and the instructor. Cellular telephones are not permitted to be used in the classroom.

**Attendance /Lateness/Participation** – Students who have three (03) or more unexcused absences will be withdrawn from this course, or will be failed if the third absence occurs after the withdraw deadline. In addition, four (04) late arrivals (five minutes after class begins) will be considered as one (01) absence. Please be on time to class. Students are to give advance notice, if possible, of any expected absence or provide immediate follow-up if they are unexpectedly absent. Students are to come to class prepared for the discussions, by having done all requisite reading in advance. Active class participation and group participation is expected of all students. If a student misses a class, he or she is responsible for obtaining all notes and materials. Students are to be active participants in all group activities scheduled during class.

**Dress Code for Presentations, Field Trips, and Guest Lecturers:**

Students have to wear appropriate attire (Business Casual-No Jeans) for field trips or guest lecturers. Cell phones, headphones, sunglasses, water bottles, baseball caps, jeans and sneakers are not considered to be appropriate in either instance.

**Group Project and Presentation (25% of final grade):**

Individual Paper:
• All submissions must be typed and a minimum of 3 pages.
• All pages should be free of grammatical and spelling errors.

Group Presentation:
You will give an oral group presentation to your classmates. It is expected that the oral presentation will be rehearsed in advance and will contain a minimum of 10 slides. Since the oral presentation will be part of your final grade, it is imperative that the power point slides are professional, meaningful and enhance the students’ oral presentation. Students should wear appropriate attire for their presentations (please refer to dress code for presentations, field trips and guest lecturers).

**Method of Evaluation:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Research Project (Paper &amp; Presentation)</td>
<td>25%</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>20%</td>
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<tr>
<td>Final Exam</td>
<td>20%</td>
</tr>
<tr>
<td>Homework (as assigned)</td>
<td>10%</td>
</tr>
<tr>
<td>Attendance/Participation</td>
<td>15%</td>
</tr>
<tr>
<td>Scholarship Event- Attendance/Participation TBD</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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**Grade Scale:**

- 100%-93%=A
- 92%-90%=A-
- 89%-87%=B+
- 86%-83%=B

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82% - 80% = B-
79% - 77% = C+
76% - 70% = C
69% - 60% = D
59% - 0% = F

First Semester Students – A coach has been assigned to assist you with navigating your first semester in college. Coaches help with understanding how Mercer works, finding appropriate help with course work, and establishing academic goals. Visit www.mccc.edu/coaching to find your coach or Contact: Arlene Stinson, LB217, 570-3451; SOAR@mccc.edu.

Academic Advising after your first semester – Faculty advisors provide help with completing your major after your first semester. Meet your faculty advisors! Contact the division of your major to find out who is your faculty advisor.

- Business & STEM  Doris Geck  BS 134  570-3482 / geckd@mccc.edu
- Liberal Arts Division  Debbie Stotland  LA 162  570-3378 / stotland@mccc.edu
- Health Division  Barbara Pieslak  MS 126  570-3383 / pieslakb@mccc.edu

Use your “MyMercer” Portal – Your “MyMercer” portal contains your MercerMail, financial information, class schedule, grades, and other information. Check your “MyMercer” portal every day! Visit www.mccc.edu/mymercer to access your portal.

Tutoring support – Academic support services are free and available for all students. Drop in or contact the following to make arrangements:

- Arlene Stinson (WWC)  LB 217  570-3422 / stinsona@mccc.edu

Reasonable Accommodations for Students with Documented Disabilities – The Office of Special Services (OSS) provides continued support to students with documented disabilities. Support staff is available to help students with differing abilities make a smooth transition to college as well as to succeed throughout their college experience. Contact:

- Arlene Stinson (WWC)  LB 217  570-3422 / stinsona@mccc.edu

Career and Transfer Center – Planning to go to work or to transfer to a 4-year college after completing your Mercer degree? Contact the Career and Transfer Center for support and advice.

- Laurene Jones (WWC Transfer Services)  SC 201  570-3307 / jonesl@mccc.edu

Counseling Services – Are you experiencing personal challenges, feeling overwhelmed? Are you having stress and anxiety? Counseling services are available free of charge. Contact:

- Dorothy Gasparro  SC 239  570-3354 / gasparrd@mccc.edu
Veteran’s Services – If you are military, veteran, or family member, we offer free support for you. Contact:

- John Becker  SC 220  570-3240 / vets@mccc.edu

Academic Integrity Statement – Mercer County Community College is committed to Academic Integrity – the honest, fair, and continuing pursuit of knowledge, free from fraud or deception. This implies that students are expected to be responsible for their own work, and that faculty members will take reasonable precautions to prevent the opportunity for academic dishonesty.

The college recognizes the following general categories of violations of Academic Integrity, with representative examples of each. Academic Integrity is violated whenever a student:

a) Uses or obtains unauthorized assistance in any academic work.
   - Copying from another student’s exam.
   - Using notes, books, or aids of any kind during an exam when prohibited.
   - Stealing an exam or possessing a stolen copy of an exam.

b) Gives fraudulent assistance to another student.
   - Completing an academic activity or taking an exam for someone else.
   - Giving answers to or sharing answers with another student during an exam.
   - Sharing answers during an exam by using a system of signals.

c) Knowingly represents the work of others as his/her own, or represents previously completed academic work as current.
   - Submitting a paper or other academic work for credit, which includes words, ideas, data, or creative work of others without acknowledging the source.
   - Using another author’s words without enclosing them in quotation marks, without paraphrasing them, or without citing the source appropriately.
   - Presenting another individual’s work as one’s own.
   - Submitting the same paper or academic assignment to another class without the permission of the instructor.

d) Fabricates data in support of an academic assignment.
   - Falsifying bibliographic entries.
   - Submitting any academic assignment, which contains falsified or fabricated data or results.

e) Inappropriately, or unethically, uses technological means to gain academic advantage.
   - Inappropriate or unethical acquisition of material via the Internet.
   - Using hidden devices for communication during an exam.

Each instructor is authorized to establish specific guidelines consistent with this policy.

Consequences for violations of Academic Integrity – For a single violation, the faculty member will determine the course of action to be followed. This may include assigning a lower grade on the assignment, assigning a lower final course grade, failing the student in the course, or other penalty appropriate to the violation. In all cases, the instructor shall notify the Chairperson of the Academic Standards Committee of the violation, and the penalty, imposed.

When two (or more) violations of Academic Integrity are reported on a student, the Academic Standards Committee may impose disciplinary penalties beyond those imposed by the course instructors. The student shall have the right to a hearing before the Academic Standards Committee or a designated subcommittee thereof.
Appeals – The student has the right to appeal the decision of the instructor, or the Academic Standards Committee. Judicial procedures governing violations of Academic Integrity are contained in the Student Handbook.

Approved: Board of Trustees – May 18, 2000

Course Outline

Week 1
- Syllabus Review
- Group Research Project Review
- Blackboard Overview
- Introduction & Chapter 1-Overview of On-Premise Catering
- Read: Chapter 1 & 2– Overview of On-Premise Catering and Sales & Marketing
- Personal Introduction on Blackboard

Week 2
- Chapter 2 – Sales & Marketing
- Read: Chapter 3 – Theme Parties, Weddings, Outdoor Parties, and Special Events
- Submit Current Trend: Theme Parties, Wedding, Outdoor Party Special Event (1-2 Pages typed)

Week 3
- Chapter 3 – Theme Parties, Weddings, Outdoor Parties, and Special Events
- Read: Chapter 4 & Chapter 5 – Meal Functions and Beverage Functions
- Submit project themes and groups for instructor approval

Week 4
- Chapter 4 & 5– Meal Functions and Beverage Functions
- Read: Chapter 6 - Function Room Selection and Set-up
- Individual Competitive Shop of 3 locations minimum

Week 5
- Chapter 6 - Function Room Selection and Set-up
- Mid-Term Review Chapters 1 – 6
- Read: Chapter 7 - Production and Service Planning

Week 6
- Chapter 7 - Production and Service
- Online Discussion Board
- Submit on Blackboard- Current Trend: Décor and /Supplies (1-2 Pages typed)

Week 7
- Midterm Exam – Chapters 1 – 6

Week 8
- Catering Venue Visit (TBD)
- Read: Chapter 8 – Intermediaries and Suppliers

Week 9
- Chapter 8 – Intermediaries and Suppliers
- Online Discussion Board
- Room Layout diagram
- Read: Chapter 9 & 10- Staffing & Financial Controls and Reports
**Week 10**
- Chapter 9 & 10 - Staffing & Financial Controls and Reports
- Contract Discussion & BEOs

**Week 11**
- Scholarship Event - More details to follow
- **Homework:** Critique of Scholarship Event & Self Reflection of personal performance (upload to Blackboard online)
- Work on Semester Project
- Read: Chapter 11 – Working with Other Departments

**Week 12**
- Chapter 11 – Working with Other Departments
- Final Exam Take Home Review (Chapter 7-11)

**Week 13**
- Group Project Presentations and Individual Papers due

**Week 14**
- Final Exam – Chapters 7-11

The instructor reserves the right to amend this syllabus as necessary during the course of the semester due to class cancellations, class needs, etc. Unless otherwise announced, the class activities listed above will be carried out in accordance with this syllabus.