COURSE OUTLINE

Course Number  
HOS 267

Course Title  
Event Planning

Credits  
3

Hours:  
Lecture/ Lab/ Other  
3/0/0

Co- or Pre-requisite  
Pre-requisite HOS 204  
Co-Requisite ACC 108 or ACC 111

Implementation  
Fall/ 2015

Catalog description (as it appears in 2014-2015 edition):

Examines the various aspects required in planning and implementing meetings, expositions, events and conventions. This course will explore the strategies and methods required in project management, organizing and promoting events large and small. Special emphasis will be on project management, planning, budgeting and implementation of events including designing the environment of an event.

Is course New, Revised, or Modified? New Course

Required texts/other materials:

Planning and Management of Meetings, Expositions, Events and Conventions, 1/e
Fenich
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Revision date:  
Course coordinator:  Doug Fee 609 570-3447 feed@mccc.edu

Information resources: Hospitality Related database already accessible through MCCC Library no further resources required: www.mccc.edu/student_library_course_form.shtml

Other learning resources:  N/A
Course Competencies/Goals:
The student will be able to:
- Interpret and discuss the components and trends involved in event planning (GE Goal 1, 5 MCCC CS Goals A, D, E)
- Discuss and analyze the key steps to creating, managing and evaluating a strategic plan as relates to MEEC (GE Goal 1, 5, MCCC CS Goals A, B, D)
- Discuss project management techniques and processes in terms of techniques and processes as well as project management lifecycle and historical perspective (GE Goal 1, 5, 6, 7, MCCC CS Goals A, D)
- Assess and evaluate risk management and demonstrate a working knowledge of risk mitigation (GE Goal 1, 2, 5, A, B, C)
- Differentiate the various stakeholders and their role in developing a budget and return on investment (GE Goal 1, 4, 8 MCCC CS Goals A, C, F, G)
- 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 (GE Goal 1, 5, 8 MCCC CS Goals A, B, F, G)
- Discuss and analyze site planning as well as food and beverage planning (GE Goal 1, 4 MCCC CS Goals D, E, F)
- Demonstrate a working knowledge of the marketing and promotional requirements necessary for a successful event (GE Goal 1, 2 MCCC CS Goals A, B, D, E, F)
- Analyze and compare various sales initiatives required to be successful in the meetings and events industry (GE Goal 1, 2, 4 MCCC CS Goals A, B, D, E, F)

Course-specific General Education Knowledge Goals and Core Skills.

General Education Knowledge Goals
- Goal 1. Communication. Students will communicate effectively in both speech and writing.
- Goal 2. Mathematics. Students will use appropriate mathematical and statistical concepts and operations to interpret data and to solve problems.
- Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.
- 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.
- Goal 6. Humanities. Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.
- Goal 7. History. Students will understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance.
- Goal 8. Diversity. Students will understand the importance of a global perspective and culturally diverse peoples.

MCCC Core Skills
- Goal A. Written and Oral Communication in English. Students will communicate effectively in speech and writing, and demonstrate proficiency in reading.
- Goal B. Critical Thinking and Problem-solving. Students will use critical thinking and problem solving skills in analyzing information.
- Goal C. Ethical Decision-Making. Students will recognize, analyze and assess ethical issues and situations.
- Goal D. 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.
- Goal E. Computer Literacy. Students will use computers to access, analyze or present information, solve problems, and communicate with others.
- Goal F. Collaboration and Cooperation. Students will develop the interpersonal skills required for effective performance in group situations.
- Goal G. Intra-Cultural and Inter-Cultural Responsibility. Students will demonstrate an awareness of the responsibilities of intelligent citizenship in a diverse and pluralistic society, and will demonstrate cultural, global, and environmental awareness.
Units of study in detail.

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

Learning Objectives
The student will be able to…
• Interpret and discuss the components and trends involved in event planning
• Discuss and analyze the key steps to creating, managing and evaluating a strategic plan as relates to MEEC

Unit II  Meetings and Events As Complex Projects

Learning Objectives
The student will be able to…
• 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

Unit III  Event Program Planning

Learning Objectives
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

(Continue for as many units as appropriate. See the attached sample.)

Evaluation of student learning:

Course Requirements

Students will be required to attend each week’s class meetings; read the required readings and handouts; take two exams; complete quizzes and class assignments as directed; contribute to a group project and group presentation; and write a final report giving an analysis and critique of competing group projects. Participation and attendance are critical to the success of this class and will be used to help determine the final grade.

Your performance evaluation is based upon:  

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
<th>Grade Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid Term Exam</td>
<td>15%</td>
<td>92% - 90% = A-</td>
</tr>
<tr>
<td>Course Project</td>
<td>25%</td>
<td>86% - 83% = B</td>
</tr>
<tr>
<td>Project Presentation/Analysis</td>
<td>5%</td>
<td>82% - 80% = B-</td>
</tr>
<tr>
<td>Class Participation</td>
<td>15%</td>
<td>79% - 77% = C+</td>
</tr>
<tr>
<td>Quizzes</td>
<td>10%</td>
<td>76% - 70% = C</td>
</tr>
<tr>
<td>Weekly Class Assignments</td>
<td>15%</td>
<td>69% - 60% = D</td>
</tr>
<tr>
<td>Final Exam</td>
<td>15%</td>
<td>59% - 0% = F</td>
</tr>
</tbody>
</table>

Grade Scale: 100% - 93% = A

92% - 90% = A-
86% - 83% = B
82% - 80% = B-
79% - 77% = C+
76% - 70% = C
69% - 60% = D
59% - 0% = F
**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 and academic support services staff members will take reasonable precautions to prevent the opportunity for academic dishonesty. These standards will be followed as noted in the student handbook and as listed on the college website http://www.mccc.edu/admissions_policies_integrity.shtml

**Students with Disabilities:**
Any student in this class who has special needs because of a disability is entitled to receive accommodations. Eligible students at Mercer County Community College are assured services under the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973. If you believe you are eligible for services, please contact Arlene Stinson, the Director of Academic Support Services at LB221, (609) 570-3525, stinsona@mccc.edu.