



## COURSE OUTLINE: CUL254 - SPECIAL EVENT MGT

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Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

<b>Course Code: Title</b>	CUL254: SPECIAL EVENT MANAGEMENT
<b>Program Number: Name</b>	2078: CULINARY MANAGEMENT
<b>Department:</b>	CULINARY/HOSPITALITY
<b>Academic Year:</b>	2023-2024
<b>Course Description:</b>	In this advanced level course, students will acquire knowledge and examine methods for achieving maximum customer satisfaction and profitability for special events. Students will gain the knowledge and skills required to successfully propose, organize and execute the delivery of a special event. Students will gain theoretical experience through the conception, organization, marketing, costing, preparation and service of an event.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	42
<b>Prerequisites:</b>	There are no pre-requisites for this course.
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<b>2078 - CULINARY MANAGEMENT</b>
<b>Please refer to program web page for a complete listing of program outcomes where applicable.</b>	VLO 1 provide advanced culinary planning, preparation and presentation for a variety of food service environments using a range of classical and contemporary techniques.
	VLO 4 ensure the safe operation of the kitchen and all aspects of food preparation to promote healthy work spaces, responsible kitchen management and efficient use of resources.
	VLO 5 create menus that reflect knowledge of nutrition and food ingredients, promote general health and well-being, respond to a range of nutritional needs and preferences and address modifications for special diets, food allergies and intolerances, as required.
	VLO 6 apply business principles and recognized industry costing and control practices to food service operations to manage and promote a fiscally responsible operation.
	VLO 7 apply knowledge of sustainability*, ethical and local food sourcing, and food security to food preparation and kitchen management, recognizing the potential impacts on food production, consumer choice and operations within the food service industry.
	VLO 8 select and use technology, including contemporary kitchen equipment, for food production and promotion.
	VLO 9 perform effectively as a member of a food and beverage preparation and service team and contribute to the success of a food-service operation by applying self-management and interpersonal skills.
	VLO 11 contribute to the development of marketing strategies that promote the successful operation of a food service business.
	VLO 12 contribute to the business management of a variety of food and beverage operations



to foster an engaging work environment that reflects service excellence.

**Essential Employability Skills (EES) addressed in this course:**

- EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
- EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
- EES 4 Apply a systematic approach to solve problems.
- EES 5 Use a variety of thinking skills to anticipate and solve problems.
- EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
- EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
- EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
- EES 10 Manage the use of time and other resources to complete projects.
- EES 11 Take responsibility for ones own actions, decisions, and consequences.

**Course Evaluation:**

Passing Grade: 50%, D

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

**Books and Required Resources:**

Professional Event Coordination by Rutherford Silvers, Julia  
 Publisher: John Wiley Edition: 2nd ed.  
 2012

**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
1. Discuss how to develop a strategy for creating and coordinating a comprehensive event experience.	1.1 Summarize the key components of planning and executing a successful event while meeting corporate and ethical responsibilities and the needs of identified stakeholders. 1.2 Develop an event plan taking into consideration goals, objectives, and expected outcomes. 1.3 Determine the importance of site specifications, selection criteria, site plans, and jurisdictional regulations in event planning. 1.4 Explain the strategies used to organize, receive and accommodate guests in an event.
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
2. Examine and discuss how to create environments that support the event objectives and communicate the desired message.	2.1 Discuss the critical component of theme development to the overall success of an event. 2.2 Discuss how to coordinate a multi-sensory environment, including staging, equipment, and visual communication tools. 2.3 Describe the options for entertainment, talent management and attractions for an event experience.
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>



	3. Analyze and determine the food and beverage needs of the audience, participants, staff and other stakeholders at an event.	3.1 Identify potential purveyors, products and service providers to meet the needs of an event. 3.2 Recommend menu options that reflect cultural preferences, thematic considerations and proper cost control practices. 3.3 Explore food and beverage options which consider customer requests, product availability, and special dietary restrictions. 3.4 Identify and explain different food and beverage service options, site configurations, and applicable licensing.
	<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>
	4. Examine administrative responsibilities in planning and executing a successful event.	4.1 Discuss the health and safety concerns and need for risk management in the planning and execution of an event. 4.2 Examine the process of securing and managing vendor partners, volunteers and support staff for an event. 4.3 Determine the need for efficient record keeping, and utilizing technology for the acquisition, storage, retrieval and security of information. 4.4 Examine a marketing communications plan for a specific event, including advertising, public relations, promotions and sponsorship, and the appropriate use of social media. 4.5 Explore various ways to integrate the principles of sustainability into events and career planning.

**Evaluation Process and Grading System:**

Evaluation Type	Evaluation Weight
Exam 1	25%
Exam 2	25%
Exam 3	25%
Projects/Assignments	25%

<b>Date:</b>	June 23, 2023
<b>Addendum:</b>	Please refer to the course outline addendum on the Learning Management System for further information.