

I. COURSE DESCRIPTION: This course will provide the student with an understanding of how organizations use special events as an integral part of their overall public relations and marketing strategy. PEM 105 provides the student with the skill set necessary to plan, execute and measure special events. The course will examine each phase of a successful event which includes developing a theme/concept, building a comprehensive event plan and steps involved in planning and executing successful events. The focus is on event project management skills needed to research, design, plan, market, co-ordinate and evaluate. Special emphasis will be placed on the critical role public relations plays throughout the event management process, and determine how to develop Public Relations objectives (SMART) to successfully position the event for delivering on its strategic plans.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Identify the critical elements of a special events and how they support Public Relations Strategic Initiatives

Potential Elements of Performance

- Develop comprehensive research for the event that includes pre and post event analysis
- Develop an appropriate theme
- Produce a comprehensive Event Master Plan (EMP)
- Correlate the Event Master Plan (EMP) with PR strategic plan to ensure a synergistic approach
- Identify keys sources of information for the event
- Develop and manage the human resource management plan for the event

- Establish a comprehensive financial/budget plan
 - Establish and manage the link to an effective PR/Event strategic plan
 - Develop and manage a timeline for the production and execution of the event
2. Design and execute effective marketing and promotions programs to create awareness and encourage participation in scheduled events

Potential Elements of the Performance:

- Develop a marketing and communications plan within the overall Event Master Plan (EMP)
 - Develop and implement marketing strategies appropriate for revenue generation
 - Determine merchandising and promotional opportunities and their applications within an event
3. Identify how organizations involve key stakeholders in special events

Potential Elements of the Performance:

- Identify all key stakeholders in the Event Master Plan (EMP)
 - Determine the wants and needs for each stakeholder group
 - Develop plan to involve stakeholders in the event
 - Develop a communication link and feedback mechanism for each stakeholder group
4. Develop staffing plans, including both volunteer and paid staff positions to support the effective and efficient management and execution of events

Potential Elements of the Performance:

- Determine and implement a process for recruiting, selecting, training, managing and retaining staff and volunteers

- Conduct a needs analysis for each staff /volunteer group
 - Establish communications guidelines/protocol for event team
 - Maintain accurate and confidential paper-based and electronic human resources records
 - Comply with current employment, health & safety and human rights legislation
 - Evaluate individual and team performance in running the event
5. Prepare event budgets that provide the most effective and targeted outcomes within pre-established financial parameters

Potential Elements of the Performance:

- Develop a thorough event financial plan including budgets, income projections and financial controls
 - Apply strategies of cost controls to event operations
 - Use routine financial statements and accounting terminology
 - Collaborate with financial institutions and financial personnel such as bookkeepers, accountants and auditors
 - Implement an effective accounts payable/receivable system for the event
6. Identify, understand and execute the logistical components of event coordination including contingency planning, legislation, safety, security, ticketing, food and beverage, audio-visual, transportation, signage, entertainment and programming

Potential Elements of the Performance:

- Develop a comprehensive Event Contingency Plan and understand its critical importance
- Identify the appropriate legislation and regulations pertaining to the event industry, especially with regard to risk, health & safety, and its impact upon events management
- Develop transportation logistics and flowcharts

7. Understand the components of an effective event sponsorship program

Potential Elements of the Performance:

- Developing and understanding Sponsorship categories
- Develop selling strategy for each sponsorship level
- Effectively managing sponsor's wants and needs

III. TOPICS:

1. Event Design and Themes
2. Human Resource Management
3. Finance : Budgets, Revenue & Pricing
4. Time Management
5. Marketing and Communications
6. Contingency Planning
7. Event Operations and Ethics
8. Teamwork and Group Performance
9. Pre & Post Event Evaluation and stakeholder feedback

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Special Events: ***A New Generation and the Next Frontier***, 7th Edition
by Joe Goldblatt ISBN 978-0-470-44987-5

V. EVALUATION PROCESS/GRADING SYSTEM:

<i>Attendance & in-class participation</i>	<i>10%</i>
<i>Team Event Project Presentation</i>	<i>35%</i>
<i>Weekly Quiz Scores</i>	<i>30%</i>
<u><i>Final Examination</i></u>	<u><i>25%</i></u>
TOTAL	100%

The following semester grades will be assigned to students:

Grade	<u>Definition</u>	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	3.00

C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

VI. SPECIAL NOTES:

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.

1. Course Outline Amendments:

The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

2. Retention of Course Outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

3. Prior Learning Assessment:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or

the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.

Substitute course information is available in the Registrar's office.

4. Disability Services:

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

5. Communication:

The College considers Desire2Learn (D2L) as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of this Learning Management System (LMS) communication tool.

6. Plagiarism:

Students should refer to the definition of "academic dishonesty" in Student Code of Conduct. Students who engage in academic dishonesty will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

7. Tuition Default:

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of <choose November, March, or June> will be removed from placement and clinical activities due to liability issues. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition

prior to this deadline to ensure that their financial status does not interfere with academic progress.

8. Student Portal:

The Sault College portal allows you to view all your student information in one place. mysaultcollege gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations, in addition to announcements, news, academic calendar of events, class cancellations, your learning management system (LMS), and much more. Go to <https://my.saultcollege.ca>.

9. Electronic Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.