



## COURSE OUTLINE: PEM105 - EVENT LOG/SPEC EVENT

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

<b>Course Code: Title</b>	PEM105: EVENT LOGISTICS AND SPECIAL EVENTS
<b>Program Number: Name</b>	2170: PUBLIC RELATIONS
<b>Department:</b>	PUBLIC RELATIONS PROGRAM
<b>Semesters/Terms:</b>	21F
<b>Course Description:</b>	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.
<b>Total Credits:</b>	6
<b>Hours/Week:</b>	6
<b>Total Hours:</b>	90
<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>2170 - PUBLIC RELATIONS</b>
<b>Please refer to program web page for a complete listing of program outcomes where applicable.</b>	VLO 1 Coordinate and contribute to the planning of public relations activities, including the development of clear, measureable communication objectives and project or tactical budgets and selection of strategies, tactics, tools and resources to manage a range of stakeholder relationships and issues and achieve organization objectives.
	VLO 2 Coordinate and contribute to and adapt the implementation of strategies and tactics and the management of budgets and resources to achieve communication objectives and meet activity guidelines and requirements
	VLO 5 Use research and analytical skills to guide the development of communication objectives and public relations activities, evaluate their impact, and support organizational objectives and stakeholder relationships.
	VLO 7 Comply with and support others to work in accordance with relevant professional association and industry codes of ethics, public relations professional standards and practices, and legal obligations, protocols and policies.
	VLO 8 Monitor emerging social and economic trends, and local, national and global issues to guide the planning and implementation of public relations strategies and tactics and support organizational effectiveness, stakeholder relationships and ongoing personal professional development.
	VLO 10 Select strategies and tools to build and manage stakeholder relationships to support

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public relations activities, organizational objectives and career development.

**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 3 Execute mathematical operations accurately.
- EES 4 Apply a systematic approach to solve problems.
- 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.

**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:**

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

**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
Identify the critical elements of a special events and how they support Public Relations Strategic Initiatives.	<ul style="list-style-type: none"> <li>1.1 Develop comprehensive research for the event that includes pre and post-event analysis.</li> <li>1.2 Develop an appropriate theme.</li> <li>1.3 Produce a comprehensive Event Master Plan (EMP).</li> <li>1.4 Correlate the Event Master Plan (EMP) with PR strategic plan.</li> <li>1.5 Identify key sources of information for the event.</li> <li>1.6 Develop and manage the human resource management plan for the event.</li> <li>1.7 Establish a comprehensive financial/budget plan.</li> <li>1.8 Establish and manage the link to an effective PR/Event strategic plan.</li> <li>1.9 Develop and manage a timeline for the production and execution of the event.</li> </ul>
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
Design and execute effective marketing and promotions programs to create awareness and encourage participation in scheduled events.	<ul style="list-style-type: none"> <li>2.1 Develop a marketing and communications plan within the overall Event Master Plan (EMP).</li> <li>2.2 Develop and implement marketing strategies appropriate for revenue generation.</li> <li>2.3 Determine merchandising and promotional opportunities and their applications within an event.</li> </ul>
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>

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	Identify how organizations involve key stakeholders in special events.	3.1 Identify all key stakeholders in the Event Master Plan (EMP). 3.2 Determine the wants and needs for each stakeholder group. 3.3 Develop plan to involve stakeholders in the event. 3.4 Develop a communication link and feedback mechanism for each stakeholder group.
	<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>
	Develop staffing plans, including both volunteer and paid staff positions to support the effective and efficient management and execution of events.	4.1 Determine and implement a process for recruiting, selecting, training, managing and retaining staff and volunteers. 4.2 Conduct a needs analysis for each staff /volunteer group. 4.3 Establish communications guidelines/protocol for event team. 4.4 Maintain accurate and confidential paper-based and electronic human resources records. 4.6 Comply with current employment, health & safety and human rights legislation. 4.7 Evaluate individual and team performance in running the event.
	<b>Course Outcome 5</b>	<b>Learning Objectives for Course Outcome 5</b>
	Prepare event budgets that provide the most effective and targeted outcomes within pre- established financial parameters.	5.1 Develop a thorough event financial plan including budgets, income projections and financial controls. 5.2 Apply strategies of cost controls to event operations. 5.3 Use routine financial statements and accounting terminology. 5.4 Collaborate with financial institutions and financial personnel such as bookkeepers, accountants and auditors. 5.5 Implement an effective accounts payable/receivable system for the event.
	<b>Course Outcome 6</b>	<b>Learning Objectives for Course Outcome 6</b>
	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.	6.1 Develop a comprehensive Event Contingency Plan and understand its critical importance. 6.2 Identify the appropriate legislation and regulations pertaining to the event industry, especially with regard to risk, health & safety, and its impact upon events management. 6.3 Develop transportation logistics and flowcharts.
<b>Course Outcome 7</b>	<b>Learning Objectives for Course Outcome 7</b>	
Understand the components of an effective event sponsorship program.	7.1 Develop and understand sponsorship categories. 7.2 Develop selling strategy for each sponsorship level. 7.3 Effectively manage a sponsor's wants and needs.	

#### Evaluation Process and

<b>Evaluation Type</b>	<b>Evaluation Weight</b>
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**Grading System:**

Attendance/ Participation	10%
Exams	25%
Quizzes	30%
Team Event Projects	35%

**Date:**

July 28, 2021

**Addendum:**

Please refer to the course outline addendum on the Learning Management System for further information.

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