



Course Number and Title: HRI 217 Event Planning and Management

Campus Location:

Georgetown, Dover, Stanton, Wilmington

Effective Date:

2022-51

Prerequisite:

HRI 101 or CUL 121, ENG 102 or concurrent

Co-Requisites:

None

Course Credits and Hours:

3.00 credits

3.00 lecture hours/week

1.00 lab hours/week

Course Description:

In this course, students are introduced to special events. Topics include researching, planning, coordinating, marketing, managing, and evaluating of events. Students observe or facilitate the planning or implementing of at least one on-campus event.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

None

Schedule Type:

Classroom Course

Disclaimer:

None

Core Course Performance Objectives (CCPOs):

1. Explain basic functions, roles, and responsibilities of an event planner, and discuss the purpose of special events in organizations. (CCC 2; PGC 1, 2, 3)
2. Articulate the fundamentals for proposing, planning, and executing a successful event. (CCC 1, 2; PGC 1, 2, 3, 5, 6)
3. Illustrate the basic elements of promoting and conducting special events. (CCC 1, 2; PGC 1,3,7)
4. Develop a budget management plan, and integrate the financial elements of event planning. (CCC 1, 2; PGC 1, 2, 4, 6, 7)
5. Analyze and develop special event functions. (CCC 2, 3, 4; PGC 1, 2, 3)
6. Assess risks specific to various events, and develop contingency plans. (CCC 1, 2; PGC 1, 3, 5, 6)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Explain the basic functions, roles, and responsibilities of an event planner, and discuss the purpose of special events in organizations.
 1. Discuss event production and how it contributes to the national and local economy.
 2. Distinguish critical success factors.
 3. Use common special events terminology.
 4. Identify technology and trends.
2. Articulate the fundamentals for proposing, planning, and executing a successful event.
 1. Describe the who, what, where, when, and why of an event.
 2. Prepare a needs analysis to determine the expectations of an event.
 3. Prepare a comprehensive response to a request for proposal.
3. Illustrate the basic elements of promoting and conducting special events.
 1. Recommend strategies for identifying clients and a target market.
 2. Describe the importance of networking in generating business.
 3. Differentiate between advertising and promotion by various integrated channels.
 4. Discuss the importance of sponsorships as they relate to funding an event.
4. Develop a budget management plan, and integrate the financial elements of event planning.
 1. Interpret financial goals, identify expenses, and identify revenue sources.
 2. Develop a proposal to convey how the event will be branded.
 3. Identify a proven plan of steps and timeline to build a successful event.
5. Analyze and develop special event functions.
 1. Illustrate the basic operations for staging an event.
 2. Collaborate with others to plan an event.
 3. Facilitate one or more events.
6. Assess risks specific to various events, and develop contingency plans.
 1. Differentiate types of event liability and ethical safeguards.
 2. Organize a contingency plan considering logistics at each step.
 3. Identify other considerations to mitigate risks.
 4. Explain contingency planning and insurance.

Evaluation Criteria/Policies:

The grade will be determined using the Delaware Tech grading system:

90	-	100	=	A
80	-	89	=	B
70	-	79	=	C
0	-	69	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Final Course Grade:

Calculated using the following weighted average

Evaluation Measure	Percentage of final grade
Summative: Exams (4) (equally weighted)	40%
Summative: Individual Event Written Report, Group Event Written Research Project/Presentation	40%
Formative: Activities/Discussion Boards/Homework exercises/Quizzes	20%
TOTAL	100%

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):

1. Utilize management roles and interpersonal skills to lead/manage first level employees in a hospitality setting.
2. Prepare food and beverage menus for a variety of hospitality requirements considering price, quality, and selection.
3. Utilize knowledge of facilities management to aid in decision making.
4. Perform cost calculations and apply to decision making situations pertaining to factors of production.
5. Evaluate levels of food safety and sanitation to maintain a safe and sanitary work environment.
6. Integrate professional, ethical and legal standards into business practice.
7. Employ the various theories of management and marketing in a business.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.