

DEREE COLLEGE SYLLABUS FOR: CN 3323 PR AND SPECIAL EVENTS PLANNING	
<p style="text-align: right;">Instruction hours/lab hours/ US credits: 3/0/3 UK LEVEL: 5 UK CREDITS: 15</p> <p>(Updated: Fall 2025)</p>	
PREREQUISITES:	<p>WP 1010 Introduction to Academic Writing</p> <p>WP 1111 Integrated Academic Writing and Ethics</p> <p>CN 2203 Introduction to Public Relations</p>
CATALOG DESCRIPTION:	<p>Event management techniques and strategies for planning, promotion, implementation and evaluation of special events in a variety of contexts. Competencies required to perform the complex tasks associated with research, design, planning, production, promotion and evaluation of events.</p>
RATIONALE:	<p>Students need a thorough understanding of the intricate aspects of event planning. They will study how to create and coordinate a comprehensive event experience based on the needs of a sponsoring organization and event participants. They will develop an event plan incorporating the appropriate event elements, including selection of venue, creation of theme and development of effective promotional techniques.</p>
LEARNING OUTCOMES:	<p>After taking the course students will be able to :</p> <ol style="list-style-type: none"> 1. Apply knowledge and understanding of the five phases of the event organization process: research, design, planning, coordination and evaluation. 2. Develop a proposal for an event based on the event organization process. 3. Evaluate event plans based on the objectives of the sponsoring organization and the profile of the attendee. 4. Identify and assess elements of successful events and understand their interdependence. 5. Understand basic event financial management: projected revenues and expenses, breakeven points and budgets. 6. Demonstrate and apply knowledge and understanding of the responsibilities of an event manager with regard to resource requirements, vendor and human resources management, event marketing, risk management, event regulations compliance and contingency planning.

METHOD OF TEACHING AND LEARNING:	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> • Class lectures, interactive learning (class discussions, group work and video presentations) and practical problems solved in class. • Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material. • Use of a Blackboard site, where instructors post lecture notes, assignment instructions, announcements, and additional resources. 				
ASSESSMENT:	<p>Summative:</p> <table border="1" data-bbox="643 651 1500 797"> <tr> <td>First assessment: Midterm examination (1-hour, problems/essay questions)</td><td>20%</td></tr> <tr> <td>Final assessment: Individual project (3,600-3,800 words)</td><td>80%</td></tr> </table> <p>The formative assessment prepares students to research, design, develop and implement a sound event proposal for an organization.</p> <p>The first assessment (midterm examination) tests Learning Outcomes 1 and 6.</p> <p>The final assessment (individual project) tests Learning Outcomes 1, 2, 3, 4, 5 and 6.</p> <p>Students are required to resit failed assessments in this module.</p>	First assessment: Midterm examination (1-hour, problems/essay questions)	20%	Final assessment: Individual project (3,600-3,800 words)	80%
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Final assessment: Individual project (3,600-3,800 words)	80%				
INDICATIVE READING:	<p>REQUIRED READING:</p> <p>Seungwon “Shawn” Lee, Joe Goldblatt, Special Events: The Brave New World for Bolder and Better Live Events, John Wiley & Sons Inc 8th Edition (2020)</p> <p>RECOMMENDED READING:</p> <p>Ben Chodor & Gabriella Cyranski, Transitioning to Virtual and Hybrid Events: How to Create, Adapt, and Market an Engaging Online Experience, John Wiley & Sons Inc (2021).</p> <p>Cheryl Mallen, Lorne J. Adams, Event Management in Sport, Recreation, and Tourism, Routledge, 4th edition (2024).</p> <p>Glenn A. J. Bowdin, Johnny Allen, Rob Harris, Leo Jago, William O'Toole, Ian McDonnell, Events Management, Routledge, 4th edition (2023).</p> <p>Raj, Razak and Rashid, Tahir, Event Management: Principles and Practice, Goodfellow Publishers Limited, 4th edition (2022).</p> <p>Ruth Dowson Bernadette Albert, Dan Lomax, Event Planning and Management Principles Planning and Practice, Kogan Page Ltd., 3rd edition (2022).</p>				

	Razaq Raj, Kevin Griffin, Sustainable Events Management, CAB International, (2024).
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	
COMMUNICATION REQUIREMENTS:	Blackboard and an active ACG email account. High standards of oral and written English for all assignments
SOFTWARE REQUIREMENTS:	Blackboard CMS; MSOffice
WWW RESOURCES:	<p>International Festival and Events Association: www.ifea.com</p> <p>International Special Events Society: www.specialevents.com/ilea/ises-re-brands-international-live-events-association</p> <p>Meeting Professionals International: www.mpi.org/</p> <p>www.energizeinc.com/art/effective-event-signs</p> <p>www.eventplanning.net/</p> <p>www.eventguide.com/</p> <p>https://eventscouncil.org/</p> <p>Statista - The Statistics Portal for Market Data, Market Research and Market Studies (oclc.org)</p> <p>Home - Euromonitor: Passport (oclc.org)</p>
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Introduction to Event Concepts and Management <ol style="list-style-type: none"> 1.1 Defining an event 1.2 Classifications and categories of events (live, virtual and hybrid) 1.3 Theoretical Approach of Event Planning 1.4. Purpose and value of developing a wide range of events 1.5 Models of sustainable Event Leadership 2.Event Administration <ol style="list-style-type: none"> 2.1. Five phases of the event organization process 2.2. SWOT and gap analysis 2.3. Comprehensive research and key resources of information for planning 2.4. Event design. The creative process 2.5. Financial administration and sustainable financial leadership 2.6. Strategic event planning 2.6. Human resources and time management 2.7. Communication with event stakeholders 2.8. Strategic event planning 3. Event coordination <ol style="list-style-type: none"> 3.1. Implementing the event plan 3.2. Managing vendor partners, contracts 3.3. On-site event production 4.Event Marketing <ol style="list-style-type: none"> 4.1.Digital/ social Media, Advertising, public relations, marketing promotions 4.2. Event sponsorship 4.3. Online and consumer-generated media 5. Legal and Ethical Issues and Risk Management

	<p>5.1. Risk management: Health and safety, security and ethical safeguards</p> <p>5.2. Legal and Financial Safeguards</p> <p>6. Traditions and Trends: Best Practices and Real world Event Experiences</p> <p>7. Evaluation Methodology</p>
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