

DEREE COLLEGE SYLLABUS FOR: CN 3323 PUBLIC RELATIONS AND SPECIAL EVENTS PLANNING	
(Previously CN 3523 Public Relations and Special Events Planning) US CREDITS: 3/0/3	
(Updated: Fall 2020) UK LEVEL: 5	
UK CREDITS: 15	
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:	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.
RATIONALE:	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.
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 OFTEACHING AND LEARNING:	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <p>Class lectures, interactive learning (class discussions, group work and video presentations) and practical problems solved in class.</p> <p>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.</p> <p>Use of a Blackboard site, where instructors post lecture notes, assignment instructions, announcements, and additional resources.</p>

<p>ASSESSMENT:</p>	<p>Summative:</p> <table border="1" data-bbox="651 226 1446 394"> <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> <tr> <td></td> <td></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>The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments.</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%						
<p>INDICATIVE READING:</p>	<p>REQUIRED READING: Goldblatt Joe, <i>Special Events Creating and Sustaining a New world for Celebration</i> 7th ed. Pub: John Wiley & Sons, Inc, 2014.</p> <p>RECOMMENDED READING:</p> <p>Dowson, R. & Basset, D. <i>Event Planning and Management: Principles, Planning and Practice (PR in Practice)</i> 2nd edition, Kogan Page Limited, 2018.</p> <p>Bladen, C., Kennell, J., Abson, E., and Wilde, N. <i>Events Management: an Introduction</i>, 2nd ed. Roudtledge, 2018.</p> <p>Wilde, N, <i>Events Management: An introduction</i>, 2nd ed. Routledge, 2018.</p> <p>Jones, M. <i>Sustainable Event Management: A Practical Guide</i>, 3rd ed. Taylor & Francis, 2017.</p> <p>Raj, R., Walters, P, Rashid T. <i>Events Management: Principles and Practice</i>, 3rd ed. Sage Publications, 2017.</p> <p>Ramsborg G., <i>Professional Meeting Management: A guide to Meetings, Conventions and Events</i>. 6th ed. Professional Convention Management Association (PCMA), 2015</p>						

	<p>Preston C.A. <i>Event Marketing: How to successfully promote Events, Festivals, Conventions and Exposition,s</i> 2nd ed. Wiley & Sons, 2012.</p> <p>Conway D. G., <i>The Event Manager's Bible: The Complete Guide to Planning a Voluntary or Public Event</i>,.3rd ed. How To Books Ltd, Begbroke, Oxford, United Kingdom, 2009.</p> <p>Monroe C. James, <i>Art of the Event: Complete Guide to Designing and Decorating Special Events</i>, John Wiley & Sons Inc., 2006.</p>
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	<p>REQUIRED MATERIAL:</p> <p>RECOMMENDED MATERIAL:</p>
COMMUNICATION REQUIREMENTS:	All presentations using proper English (oral and written)
SOFTWARE REQUIREMENTS:	Word, PowerPoint, Excel
WWW RESOURCES:	<p>International Festival and Events Association: www.ifea.com</p> <p>International Special Events Society: https://www.specialevents.com/ilea/ises-re-brands-international-live-events-association</p> <p>Meeting Professionals International: https://www.mpi.org/</p> <p>www.energizeinc.com/art/effective-event-signs</p> <p>www.eventplanning.net/</p> <p>www.eventguide.com/</p> <p>www.eventscouncil.org/</p> <p>www.conventionindustry.org/</p>
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Theoretical Approach of Event Planning <ol style="list-style-type: none"> 1.1. Purpose and value of developing a wide range of events 1.2. Historic roots and current issues and developments in the events management field 1.3 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,

	<p>promotions,</p> <ul style="list-style-type: none">4.2. Event sponsorship4.3. Online and consumer-generated media <p>5. Legal and Ethical Issues and Risk Management</p> <ul style="list-style-type: none">5.1. Risk management: Health and safety, security and ethical safeguards5.2. Legal and Financial Safeguards <p>6. Traditions and Trends: Virtual Events</p> <p>7. Best Practices and Real world Event Experiences</p> <p>8. Evaluation Methodology</p>
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