

South Portland, Maine 04106

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**Title:** Events Management

**Credit Hours:** 3

**Instructor:** Nancy Trottier

**Catalog Number:** HSPM 245

**Total Contact Hours:** 45

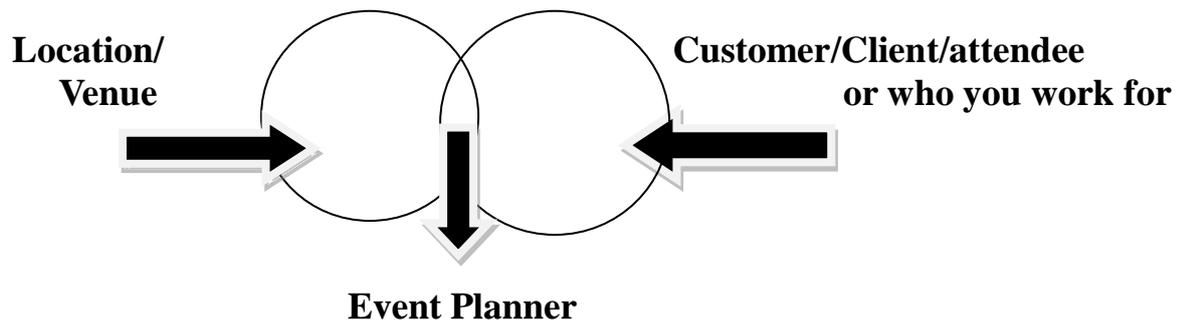
**Office Hours:** By appointment

**Email :** ntrottier@smcme.edu

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## COURSE SYLLABUS

**Course Overview:** The course provides an overview, provide the skills needed to successfully plan and manage events of all kinds. It will explain how to take the big picture and create and implement the various steps needed to examine, create steps and successfully implement events of all sizes and types. This course will also include guest speakers and site visits to event venue locations in the greater Portland area.



**Course Objectives:** Through readings, lectures, presentations, guest speakers, and site visits, students will develop the skills for the sales, advertising, contracting and logistics of events and programs.

Students will be able to:

1. Identify the different types of events and programs, venues, and how they fit their customers' needs.
2. Learn how to develop an event plan to prepare, market and successfully present events and programs.
3. Understand the contractual and legal requirements and guidelines for all participants in an event. (i.e. audio visual, food and beverage, ADA ,crowd management and flow.)
4. To be able to assess success and handle program challenges when they arise.

**Corequisite:** HSPM 240

**Text:** George G. Fenich, Planning and Management of Meetings, Expositions, Events and Conventions. (Pearson, Inc.), © 2015

### **Course Requirements:**

Students must complete the following:

1. Successfully take and pass 4 exams based on text materials, lectures and presentations.
2. Complete homework assignments.
3. Regularly attend and participate in class.
4. Complete assigned project. Project instructions to be given in September.

**Student Evaluation and Grading for this course. Your final grade will be based on the following areas:**

35%- 4 tests

30%- Project

20% -Participation/Attendance

15% -Homework

## Attendance:

Attendance is required to be successful in this course. And, attendance impacts your participation. If you are going to miss class, notification is required. **Makeup exams are not given and late work will not be accepted. No exceptions. Late arrival will affect your attendance grade and 3 consecutive absences or missing more than 4 total classes will impact your attendance grade and result in an attendance failure grade.**

**All electronic devices must be turned to silent, and in class texting is prohibited. All electronic devices must be turned off during exams and anyone caught cheating will fail the course.**

## Fall 2016 Class Schedule **Subject to Change\*\***

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|--|---|
| <b>Week 1</b>                            | Introduction/ Overview/ Strategic Planning Concepts<br>Chapters 1 & 2   |
| <b>Week 1/2</b>                          | Complexity /Risk Management.<br>Chapters 3 & 4  |
| <b>Week 3/4</b>                          | Stakeholder Management<br>Chapter 5 and Test 1  |
| <b>Week 4/5</b>                          | Accounting/Financial Aspects<br>Chapter 6<br>Tentative: Guest Speaker<br><br>The basics of event planning<br>Chapter 7  |
| <b>Week 5/6</b>                          | Venue/location planning<br>Chapter 8<br>Tentative: Guest Speaker (Audio Visual Basics)<br><br>The venue/location planning #2<br>Chapter 9<br>Tentative: Guest Speaker or site visit |
| <b>Week 7/8</b>                          | Test 2<br>Food/Beverage Planning<br>Chapter 10<br>Tentative: Guest Speaker or site visit (Food/Beverage)  |
| <b>Week 8/9</b>                          | Marketing<br>Chapter 11<br>Tentative: Guest Speaker   |
| <b>Week 10</b>                           | Promotion of Events<br>Chapter 12   |
| <b>Tuesday class before Thanksgiving</b> | Test 3  |
| <b>Beginning December</b>                | Sales Initiatives<br>Chapter 13<br>Tentative: Guest Speaker (Marketing your venue and services)   |
| <b>2<sup>nd</sup> week December</b>      | Putting it all together and assessing success   |

Tentative: site visit (subject to scheduling)  
Opportunity to review and get your questions answered to finalize project.

**Final week prior to final exam**      Test 4 /Project due

**\*\*Note, speakers and site visits are tentative and subject to day/date changes based on availability.**

***SEE STUDENT HANDBOOK FOR OTHER ACADEMIC POLICIES.***

**End-of-Course Evaluation**

Students complete evaluations for each course attended at SMCC. Evaluations are submitted online and can be accessed through the student portal. Students can access the course evaluations beginning one week before the end of classes. The deadline for submission of evaluations occurs Monday at 5 p.m. following the last day of the class. You will receive an e-mail to your student e-mail account when course evaluations are available.

**ADA Syllabus Statement**

Southern Maine Community College is an equal opportunity/affirmative action institution and employer. For more information, please call (207) 741-5798. If you have a disabling condition and wish to request accommodations in order to have reasonable access to the programs and services offered by SMCC, you must register with the Disability Services Coordinator, Sandra Lynham, who can be reached at 741-5923. Further information about services for students with disabilities and the accommodation process is available upon request at this number. Course policies about online testing are modified to suit each individual's accommodations.

**SMCC Pay-for-Print Policy**

Each semester students receive a \$20 printing credit. The balance resets at the end of the semester and any remaining credits are removed. The College's pay-for-print system monitors printing on all printers (including those in general access labs, library printers, Tutoring Services, Campus Center Lounge and technology labs). Be sure to log OUT of the system when you've finished your printing, to prevent unauthorized access to your account. Students can check the number of pages they have printed by using the Printing Balance tool available on SMCC computers (located in the lower right corner of the screen, near the clock). Departments with work study students who need to print documents for the department should contact the Help Desk at 741-5696 to have a special account set up. To find ways to reduce your printing charges, please go to the IT Help tab on My SMCC. If you have questions about the pay-for-printing policy or your printing charges, please contact the Help Desk at 741-5696 or send an e-mail to [helpdesk@smccme.edu](mailto:helpdesk@smccme.edu).

## **Refunds**

Print jobs are eligible for a refund in the event of mechanical or electronic error on the part of the printer, print server, or software used to submit the job. Jobs are not eligible for a refund in cases where the job was not set up correctly, was submitted multiple times, or the student is not satisfied with the result. To request a refund, please bring the offending print to the IT Department in the basement of the Ross Technology Center. Refunds will be granted in the form of a credit to the student's account.

## **Add-Drop Policy**

Students who drop a course during the one-week "add/drop" period in the fall and spring semesters and the first three days of summer sessions receive a 100% refund of the tuition and associated fees for that course. Please note any course that meets for less than the traditional semester length, i.e., 15 weeks, has a pro-rated add/drop period. There is no refund for non-attendance.

## **Withdrawal Policy**

A student may withdraw from a course only during the semester in which s/he is registered for that course. The withdrawal period is the second through twelfth week of the Fall and Spring semesters and the second through ninth week of twelve-week Summer courses. This period is pro-rated for shorter-length courses (usually 75 percent of course meeting times; please check with the Registration Office. To withdraw from a course, a student must complete and submit the appropriate course withdrawal form, available at the Registration Office. This process must be completed either in person or by using SMCC e-mail accounts.

## **Plagiarism Statement**

If an instructor suspects that a student has knowingly committed a violation defined in the Maine Community College System Policy on Student Grade Appeals and Academic Misconduct, the instructor has the authority to review the alleged misconduct and determine the grade that the student should receive for the assignment and the course. The instructor may assign a failing grade for the assignment or course and may require the student to complete additional work for the course. The instructor may consult with the department chair and/or the College's chief academic officer prior to making such decisions. If a student seeks to challenge an instructor's determination, the student should submit a grade appeal. Grade appeal forms are available in the Advising Office on the South Portland Campus or in the administrative offices in the Learning Commons on the Midcoast Campus. An instructor may also refer the matter to the College's disciplinary officer for review under the procedures of the MCCS Student Code of Conduct