**EVENT PLANNING AND PROMOTIONS (COM 273) Fall 2019**

*“Just because you have planned something doesn’t mean it is going to happen.” – Jung Lee*

**Course Specifics**

**Instructor:** Sarah Hall **Email:**  sghall1@ilstu.edu

**Office:**  Fell Hall 411 **Classroom:** Fell 176

**Office Phone:** (309) 438-3671 **Section:** 001

**Office Hours:** MW 2:30-4 p.m. **Meeting time:** TR 11 a.m.-12:15 p.m.

TR 1-2 p.m. or by appt.

**Welcome to Event Planning!**



Let this syllabus be your reference guide for the semester and a place where you can find questions. I will certainly provide more information on assignments and activities in class. I believe that event planning is a very practical course to take, and thus much of our learning experience will be centered around reflecting on events and promotions as well as participating in events in conjunction with a local community organization. This class will require time outside of the classroom attending events and participating in events.

**What are the best ways to reach me?**

**E-mail:** [**sghall1@ilstu.edu**](mailto:sghall1@ilstu.edu)

I will strive to respond to emails within 24 hours during the week. I will be unavailable through e-mail on the weekends. For example, if I receive an e-mail late on Friday night, I will not respond until Monday morning. I will only respond to e-mails from ISU e-mail accounts.

**Office Hours: Monday/Wednesday 2:30-4 p.m. and Tuesday/Thursday from 1-2 p.m.**

Please visit me during office hours! I will help with assignments or answer any questions you may have. Drop-in visits are welcome, but I do want to be prepared for any meeting I may have with you if you have something specific you want to discuss. Please just communicate with me! **The one day I do ask that you must make an appointment is on Mondays!**

**What materials will I use in this course?**

Textbooks:

* Kilkenny, S. (2016). *The complete guide to successful event planning*. (3rd ed.). Atlantic Publishing.

Non-textbook materials:

* One portable flash drive/USB key
* Any additional readings and assignment instructions, provided on ReggieNet

These materials are integral to your success in this course!

**What will you learn in this course?**

**Course catalog description:** Study of radio, television, and sports promotions and events, with examination of the processes for executing them successfully.

Prerequisites: COM 111, 160, and 162 or 163, or consent of the instructor.

In this course, I challenge you to *strive for perfection* (or at least near perfection) in your work. Why? The answer is that this course is designed to extend your knowledge, strengthen your technical skills, and refine your work habits. This course, then, challenges you to think, work and produce discourse that would rival that of full-time professionals.

**By the end of this course, I anticipate that you will…**

1. Develop an understanding of the event planning process and strategies for promotion.
2. Learn how to effectively promote and plan events.
3. Understand how to make strategic decisions when planning and promoting events.
4. Consider details when making decisions about events.
5. Develop an event plan.
6. Engage in event execution and evaluate the planning process first hand.
7. Value community organizations and appreciate the effort that goes into the planning process.
8. Develop your own ideas and strategies about what it takes to create and promote a successful event.

**How will we communicate and share course materials during this course?**

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Primarily, we will use ReggieNet. I will place assignments, quizzes, power point presentations,

additional readings, exams, materials and examples on Reggie Net. All assignments (unless otherwise

noted) are to be posted to Reggie Net by the assigned date and time. If you are registered for the

course, you are automatically enrolled in Reggie Net. Use of Reggie Net will be discussed in class, but

you can find additional resources [here](https://ctlt.illinoisstate.edu/technology/reggienet/). The [IT Help Desk](https://studentaffairsit.illinoisstate.edu/requesting-help/Help-Desk.php) can also provide additional

assistance. If you have issues with ReggieNet, try using a different browser.

**How will you be evaluated in this course?**

Throughout the semester, you will consistently have assignments to work on. I will provide feedback through ReggieNet with each assignment. You will also have opportunities to get feedback from me and your peers during class. With each assignment, I will provide a rubric to guide you in understanding how I will assign points. Additionally, you will be evaluated with attendance points and ReggieNet online quizzes. You will be able to track your grade progress through the ReggieNet gradebook, which I will update frequently.

There are both objective and subjective criteria I use when grading your assignments. Objective criteria include following directions using the correct format for your assignments. Subjective criteria include my overall impression based on my experience and how well you perform on the assignment. Both individual and group assignments will be assessed to determine students’ comprehension and demonstration of course material.

Three important things I ask of you:

1. **If you ever have a question about one of your grades, please feel free to speak with me during my office hours (not in class). I am more than willing to hear you out and speak with you in a cordial manner about a grade. I welcome those conversations.**
2. **If you are not in attendance on lab days or on group work days, your grade will be affected. More information and details will come as I assign projects and labs. If you need to get an absence excused, please see me prior to the absence if at all possible.**
3. **Please do not wait until the last week of class/week of finals and ask me if you can do extra work to raise your grade or make up points. At that point in time, my answer will be “no”. I will not respond to emails with grade questions at the end of the semester. Communicate with me throughout the semester to ensure that you are doing everything you can to achieve the best grade possible. I do round up from 89.5, 79.5, etc. to the next grade level.**

**The grading scale is a standard ten-percentage point scale:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 89.5%-100% = A | 79.5%-89.4% = B | 69.5%-79.4% = C | 59.5%-69.4% = D | below 59.5% = F |

**Do I accept late work?**

**No.**

**The exception: If the work is tied to a previously excused absence.**

**Is plagiarism tolerated?**

**No.**

**Evidence of plagiarism or cheating will result in an “0” on the assignment and a referral to the Student Conduct and Conflict Resolution office.** [**Academic integrity**](https://deanofstudents.illinoisstate.edu/conflict/conduct/code/academic.php) **will be handled with seriousness.**

**Assignments/Exams – subject to change**

* Learning Activities (Various, in class)
* Case Study #1 100 points
* Case Study #2 100 points
* Case Study #3 100 points
* YWCA Volunteering 25 points
* Event Plan Drafts 25 points each
* Final Event Plan 200 points
* Attendance ~150 points

***\*\* Additional assignments and handouts will be distributed throughout the semester.***

**Various Learning Activities:** Each week, various learning activities will be assigned to assess your understanding of the topics covered.

**Observations:** Each week, I will ask you to take note of different event promotions you notice and strategies that organizations use to persuade people to come to their events. I want you to be prepared to share these in class. Rest assured, I will give you instructions and directions in class so you are prepared to participate.

**Reflections:** I believe that one of the best ways we can learn about event planning is reflecting on our own experiences. I may ask you to do reflections at the end of class when we cover any content as your “ticket out” of class from time to time. I also expect that we will discuss our event experiences as a class. I will certainly give you instructions and directions as well as question prompts when I ask you to do this.

**Case Studies:** This class will require at least three out of class experiences. Students will be expected to attend live events in order to complete the case studies. Every effort will be made to provide a list of local events for attendance and analysis. We will be developing our “professional eyes” when reviewing events. You will share and present your case studies to the rest of the class on the day they are due. More details will be provided in class.

*\*\* Your third and final case study is required to be done in conjunction with a volunteer opportunity with a YWCA non-profit. Every student will be responsible for volunteering at one event and reporting about the event and their experience. I will arrange the volunteer opportunities with a coordinator of the chosen non-profit. You will be expected to come back to class ready to share your experiences. I expect that you are represent the class and ISU well when you volunteer at these events.*

**Event Design and Plan:** Students will work in groups of 4 or 5 to design and plan an event from initial idea to the actual event, including timelines, sponsor list and budget information for the YWCA. Groups will present their idea to the class and to their contact at the organization. Groups will be expected to produce radio or television spots and news releases to promote their event.

**What do you need to know about me?**

**My Teaching Philosophy:**

I am your biggest advocate when it comes to your education and success in this course! I want to see you succeed! I believe that being a successful teacher involves much more than communicating information. Teaching is about instilling a passion for learning and creating an open environment for students. I want all of you to feel comfortable in my classroom, which means that it is important to respect one another’s thoughts and opinions. This will allow us to work together as a team. It will also be much easier to work in groups and speak in front of your classmates. My hope is that you will take this class as an opportunity to improve your skills as students as well as grow individually. Trust and respect are critical in this class. You must give respect to get respect.

Communication is key to your success in this class and future careers, so please do not hesitate to contact me as much as you need. I firmly believe that the content of this class is applicable outside of the classroom and will enable you to make a positive impact in your communities. I am your biggest advocate when it comes to learning and growing throughout this process. If we all communicate with one another and come prepared to learn, this class will be fun for all of us.

Please feel free to ask for help in or out of class. (Unless there is a privacy issue at stake, in-class is often best, since your classmates may have the same questions or concerns that you do, and then you are helping them, too.) I will bend over backwards to help you, but I cannot read your mind.

**What do I expect of you as your instructor?**

|  |  |  |
| --- | --- | --- |
| **Respect** | **Professionalism** | **Kindness/Empathy** |
| I expect that we will all respect one another’s thoughts, ideas, and lives. I want us to all be committed to this course, but I understand that we have lives outside of ISU. Let’s be open and honest with our communication.  We will have class discussions and peer edits from time-to-time in this course. I expect that you will take time to invest in giving each other constructive feedback and responses to each other’s ideas. This should come with respect for your fellow students in the course. | Proper formatting and good  language use is necessary in every  written document you prepare,  including e-mail. Electronic  communication should be  complete with a greeting body text,  salutation, and signature. I  understand that we are all very  busy people, however, you will not  be taken seriously (in school or in  your career) if you cannot properly  communicate through e-mail. **I**  **will only open and respond to**  **your e-mail when:**   1. A clear and simple subject line is given that, within 10 words or less, says exactly which class you're in and what topic(s) you're writing about. Don't be lazy and leave an old subject line from a previous e-mail I sent that has nothing to do with your e-mail's content. I will not reply to e-mail that uses a subject line that is not directly related to your e-mail content. 2. Your e-mail text is written effectively and concisely, and it should be as free of errors as possible.   *By the way, I will apply these rules when I send e-mail to you.* During the weekdays, I will strive to respond to emails within 24 hours.  Your e-mail text is written effectively and concisely, and it should be as free of errors as possible. *By the way, I will apply these rules when I send e-mail to you.* During the weekdays, I will strive to respond to emails within 24 hours. | I am a big believer in empathy and how it leads to human connection. I expect that we remember that we are all people first. I simply want us all to treat each other with kindness and have empathy for what is going on in our lives.  Everyone has personal struggles that they are dealing with. I want this course to be a safe space in which you can come focus on studying public relations and developing some good relationships while doing it. |

**Course Structure and Things to Know**

Please be familiar with [ISU’s Code of Student Conduct](http://deanofstudents.illinoisstate.edu/conflict/conduct/code/). Concerning online course content, you also are expected to be familiar with and apply principles of [Communication/Netiquette](http://ctlt.illinoisstate.edu/pedagogy/onlinecourses/skills/).

**How will class meetings work?**

**Flipped Structure**

Event planning is a very practical thing to study. I anticipate that we will learn a lot from class discussions and drawing from our own event experiences. I will ask you to do reflections and observations throughout the course. I will cover content when necessary. Essentially, I will ask you to prepare outside of class to participate and share your experiences in class. When working on final event plans, much of the course time will be devoted to completing your event plans and group meetings and check-ins with me. I expect to come to class with any readings necessary completed. Any additional readings will be placed on ReggieNet under “Resources”.

I expect the following from you:

* **Starting On Time**: The official starting time for class meetings is not your arrival time. Come early! We will begin on time, and this is why your assignments are due before/by the official starting time of class as stated in the semester schedule. Remember this and act on it: “Early is on time. On time is late. Late is unacceptable.” **I will take attendance at the very beginning of class and award points. If you walk in after I take attendance, you will not be marked as present. It is your responsibility to help me remember to mark you as present if you do come in late to class.**
* **Finishing Early**: Whenever we finish our class meetings early, this still can be important time for you to help your own learning at an individual level. Visit with me, talk with each other, or get things organized for yourself in that time. You may leave, if you wish, but remember that because we all have our class meetings already blocked off in our schedules, the time can be used well for your individual needs. And you can still visit with one of us during office hours and make appointments. **If ever we are in a lab day and you leave before you have finished and submitted your assignment, I reserve the right to dock points from your attendance grade at my discretion.**
* **Late Start to Class**: On the very rare possibility that I am not in class promptly at the official starting time (or early), rest assured that I am on my way. Please remain in the classroom until I arrive. I will take attendance. We'll cover what material we can that is scheduled for that day. Any homework that is due will be collected.
* **Technology:** There are several times in class that I will ask you to use laptops. Please have them available in class, especially when we work on lab assignments for our final event plans. However, I just ask that you please avoid surfing the Web or any other non-class-related stuff. If you find something useful, please share it with the class. I understand that cell phones are a necessary part of life, and I don’t mind if you use them while working on lab days. However, I just ask that you refrain from using them otherwise. If you are waiting on an important call or text and need to be ready to answer it, just let me know. I will happily let you do so. I will extend the same courtesy to you. No earphones are allowed. On lab days, it will be a more relaxed atmosphere. Feel free to use your cell phones to listen to music and to surf the web for guidance to help you on your assignments. Talk to each other on lab days, especially when you are helping each other with assignments.

**Class Cancellation:**

Only two conditions are likely to exist when classes are cancelled: (1) ISU’s president has closed the university for a weather-related or another reason, or (2) I am unable to make it to ISU because of an illness, jury duty, or another situation. Either way, if class is cancelled, you will receive an official notice by e-mail. If I must cancel class, a notice will be posted in the classroom and/or on the doorway. Any assignment due or exam scheduled for a day when class is cancelled will be due or done at the next class meeting. Keep an eye on your email, as I may require an assignment or learning experience to be completed should I be gone.

**What is my attendance policy?**

I expect that you are all adults and will attend every class, however *I will take attendance* each class. You will receive 5 points for every class attended (losing points, should you miss class). If you are late to class and arrive after I have taken attendance, it is your responsibility to remind me to switch your attendance marking to “late”.

For an absence to be considered “excused” you must inform me prior to class, if at all possible. Excused absences include participation in a university-sanctioned event, the death of a family member (see [University Policy and Procedures 2.1.27 Student Bereavement Policy](http://policy.illinoisstate.edu/students/2-1-27.shtml) online), incapacitating illness, and natural disaster. Other absences (e.g., cold/flu, weddings, car trouble, house/apartment problem, etc.) will be considered individually.

**As an added incentive to attend every class, those students that have perfect attendance will receive extra credit points at the end of the semester. If you show up late to class or leave early from class, I reserve the right to take away attendance points. Attendance grades are finalized the week of finals, and I account for excused absences at that point in time.**

**What resources are available to you to make college life easier?**

**Support Services**

**Student Access and Accommodations**

Any student needing to arrange a reasonable accommodation for a documented disability should contact Student Access and Accommodation Services at 350 Fell Hall, (309) 438-5853, or visit the website at StudentAccess.IllinoisState.edu.

**Mental Health Resources**

Life at college can get very complicated. According to recent research, nearly 40% of college students are at-risk for developing generalized anxiety disorder and are less likely to seek help for it compared to other mental health issues. Students also sometimes feel overwhelmed, lost, experience depression, and struggle with relationship difficulties or diminished self-esteem. However, many of these issues can be effectively addressed with a little help. Student Counseling Services (SCS) helps students cope with difficult emotions and life stressors. Student Counseling Services is staffed by experienced, professional psychologists and counselors, who are attuned to the needs of college students. The services are FREE and completely confidential. Find out more at Counseling.IllinoisState.edu or by calling (309) 438-3655.

**Tech Support**

Students having technical difficulties (computer issues) can contact the Technology Support Center at 438-HELP or visit their website at <https://isu.cherwellondemand.com/CherwellPortal/ISUSelfService> for assistance. You can also visit the following website to watch helpful videos for navigating ReggieNet: <http://ctlt.illinoisstate.edu/technology/reggienet/handouts/>

**Safety and Security**

Illinois State University is committed to maintaining a safe environment for the University community. Please take a few moments to make sure you are signed up for ISU Emergency Alerts at [IllinoisState.edu/EmergencyAlert](http://illinoisstate.edu/EmergencyAlert). Also, note the information posted in each classroom about emergency shelters and evacuation assembly areas (both are indicated on stickers inside every classroom). Additional safety information is available on the Campus Safety and Security website, [Security.IllinoisState.edu](http://security.illinoisstate.edu/).

**Is extra credit available to you?**

**SCHOOL OF COMMUNICATION RESEARCH POOL WEBPAGE**

There will be a few extra credit opportunities for research participation. The extra credit points will be added to your final grade and may not necessarily appear in the gradebook immediately upon your completion of the opportunity. There are no guarantees for extra credit, and it is each student’s responsibility to be aware of and take advantage of such opportunities. You may receive extra credit for participating in any of the studies posted to the School of Communication’s Research Announcement Board. The Research Announcement Board is updated as research studies are opened/closed, and it is your responsibility to access the Board and be aware of available opportunities. The Research Announcement Board can be accessed via:

<https://sites.google.com/site/ilstusocstudies>

In general, each 30 minutes of participation in an extra credit study will earn you .5 Research Credits, but please see the call for participants for the Research Credits associated with each study. Each Research Credit is worth an additional 10 points toward your total possible final grade in this course. For example, if you participate in a research study worth .5 Research Credit, your participation would provide 5 points to your final grade. Each project listed on the Research Announcement Board will indicate the specific number of Research Credits associated with the project. The course instructor will get evidence of participation and the time of participation from the researcher(s) who administer the research studies at the conclusion of the semester; however, it is your responsibility to make sure that the researchers have the necessary evidence of your participation at the time of the study. Before participating in a study, please be sure to have your name, ULID (i.e., the part of your email before @ilstu.edu), instructor name, and course and section number ready, as you will need to provide these to receive credit. Research Credit can only be applied to one course for each study, unless specified otherwise on the Research Announcement Board. A maximum of 4.5% of your final course grade can be earned from extra credit opportunities via the Research Announcement Board. After the final project there will be no further opportunities for extra credit or to otherwise improve your grade.

**Non-Research Extra Credit Opportunities**

There may be some studies for which you are not eligible (e.g., recruiting based on gender or family structure) or in which you do not wish to take part. Reasonable alternatives are available for those not able or wanting to take part in specific studies, to ensure equitable non-research based opportunities.  Throughout the semester, I will announce non-research opportunities for extra credit, which may include attending a colloquium, reading a recent article or research paper, or attending an on-campus event and writing a summary of the connection of the event to course content.  I will make these opportunities and specific details available as they arise.

**Optional:**

**For each research study you participate in, I will award 2 points of extra credit (up to 10 total points).**

**COM 273 SCHEDULE**

**\*\* NO FINAL EXAM. WE DO NOT MEET DURING FINALS WEEK.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Week | Topic | Readings Due | Assignments Due – items are due ON THE DATE they are listed |
| 8/20 | 1 | Intro. to Course |  | Review syllabus, ReggieNet, and class expectations |
| 8/22 |  | Discuss Event Experiences  Assign Case Studies | Ch. 14 |  |
| 8/27 | 2 | Event Promotions Activity |  |  |
| 8/29 |  | Festival ISU |  |  |
| 9/3 | 3 | Promoting the Media/WZND and TV-10 Tour |  |  |
| 9/5 |  | YWCA Director of Philanthropy Visit |  |  |
| 9/10 | 4 | Marketing Radio |  |  |
| 9/12 |  | Radio Lab |  | Radio Learning Activity |
| 9/17 | 5 | TV Promotion: Local & Public TV  TV Promotion: Network & Cable Television |  |  |
| 9/19 |  | TV Lab |  | TV Learning Activity |
| 9/24 | 6 | Designing On-Air, Print, and Online Promotions |  |  |
| 9/26 |  | Case Study Presentations |  | Case Study #1 Due |
| 10/1 | 7 | Event Planning Overview | Chp. 1, 2, 3 |  |
| 10/3 |  | Planning Process & Strategic Planning | Chp. 4, 5 | Section #1 Rough Draft Due |
| 10/8 | 8 | Key Stakeholders & Audience Profiles |  |  |
| 10/10 |  | Stakeholder Lab |  | Section #2 Rough Draft Due |
| 10/15 | 9 | Sponsorships & Fit | Chp. 9 |  |
| 10/17 |  | Sponsorship Lab |  | Section #3 Rough Draft Due |
| 10/22 | 10 | Date & Site Selection  Date & Site Lab | Chp. 11 | Section #4 Rough Draft Due |
| 10/24 |  | Case Study Presentations |  | Case Study #2 Due |
| 10/29 | 11 | Budgeting & Role of Finance | Chp. 6 |  |
| 10/31 |  | Budgeting Lab |  | Section #5 Rough Draft Due |
| 11/5 | 12 | Atmosphere | Chp. 8, 10, 12-14 |  |
| 11/7 |  | Atmosphere Lab |  | Section #6 Rough Draft Due |
| 11/12 | 13 | Promotional Planning | Chp. 14, 16, 17 |  |
| 11/14 |  | Promotions Lab |  | Section #7 Rough Draft Due  Non-profit Case Study #3 Due |
| 11/19 | 14 | Event Logistics | Chp. 18-23 | Section #8 Rough Draft Due |
| 11/21 |  | Event Evaluation |  |  |
| 11/26 | 15 | **NO CLASS-THANKSGIVING BREAK** |  |  |
| 11/28 |  | **NO CLASS-THANKSGIVING BREAK** |  |  |
| 12/3 | 16 | Group Lab (Final) |  | Section #9 Rough Draft Due |
| 12/5 |  | Group Presentations |  | Final Project Due |

\*\*\* This course schedule is subject to change at the discretion of the instructor. I will announce any notable changes in class, through email and/or on ReggieNet. You are responsible for noting any such changes.

Syllabus Contract

I have read the syllabus for Sarah Hall’s Com 273 class and agree to the terms for required coursework and acceptable classroom behavior.

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name (please print): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Major: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is one thing that you hope to learn in this course?

Please list at least 3 hobbies/extracurricular activities you enjoy:

Please list at least 2 goals you hope to meet through this course:

What do you want to be when you grow up?

What is one thing that might surprise people who don’t know you?

What is your favorite:

Movie?

TV Show?

Music artist?

Author?

Book?

Candy?