

**Event Management in PR**

PBRL 4301-001

Spring 2019

11:20-12:45PM

112MJ

Dr. Melissa Janoske

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Office Hours: TR 1 – 4 p.m., W noon – 5 p.m., and by appointment

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**COURSE REQUIREMENTS****CATALOG DESCRIPTION:**

Development, execution and evaluation of events that support strategic communication practices; emphasis on advertising and public relations tactics for non-profit, for profit and community based initiatives and organizations.

**PREREQUISITE:**

Completed 60 hours of coursework

**TEXTBOOKS/MATERIALS REQUIRED:**

Fenich, G. G. (2015). *Production and logistics in meetings, expositions, events, and conventions*. New York: Pearson.

*The Associated Press stylebook 2017* (or 2016). New York: Basic Books.

Other readings will be assigned in class and will be posted to eCourseware.

**CLASSROOM FORMAT:**

Students will write and submit assignments that will be returned with feedback via eCourseware meant to encourage student improvement over the course of the semester. Students are strongly encouraged to discuss any questions or writing struggles with me as

**Quality of Work**

All work in this course should follow AP Style, including proper spelling, grammar, and language. A large part of journalism and strategic media is having a polished written concept of what you are communicating. This includes all class work and presentations. Problems in these or other areas will result in the deduction of points.

I expect your work to be good and to be yours. What is not yours should be fully cited. In documenting sources, you must use APA formatting. If you need help with writing and citing sources, please see me for resources. In addition, Purdue University's Online Writing Lab is an excellent resource, and can be found at <http://owl.english.purdue.edu>.

I am willing to read over and provide comments/edits on rough drafts of all work, but require a minimum of 24 hours for turnaround. This should be done via email, not eCourseware.

### **Repetition of Courses and Coursework**

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the resume and logo).

### **Questions about Grades**

If you would like to ask about a grade, please make an appointment to meet with me outside of class time, as I will not discuss grades via email or during class. If you have a question or problem with a grade, exam question, or assignment, you have 48 hours after the assignment is returned to you to contact me, or the grade stands. Your question or appeal must be stated in writing, citing your position and why you feel the mark is incorrect. The appeal should be turned in to the professor or sent via email within the stated time frame.

Additionally, you are responsible for tracking your grade online and meeting with the professor early in the semester if you are concerned about your overall grade. Meeting with the professor early and often can help both parties involved find ways to improve student-instructor understanding and quality of work.

### **Attendance**

Class attendance is mandatory in the Department of Journalism and Strategic Media. This is a professional program for strategic communicators who are expected to understand and comply with deadlines. If you have some problem making it to class on time, make arrangements to fix the problem or consider taking another class. You should consider this class your job in the educational process and be on time just as you would elsewhere.

No points will be deducted from your final grade if you have four or fewer absences. Each additional absence beyond those four will result in a deduction of five percentage points from your final numerical average. For example, if your final average is 83 (B) and you have five absences, your course grade would be a 78 (C+).

This absence policy includes **ALL** absences. It will be assumed that each absence is valid. If you are on a school-sponsored trip or are ill and miss class, it will count. No verification, explanation, or note is necessary. Habitual or excessive late arrivals to/early leaving from class can combine to count as an absence.

In addition, frequently we will engage in class exercises that will count as

participation points; if you are not in class, you will have 24 hours from the time of class to complete the participation assignment and turn it in via eCourseware. Doing so is entirely your responsibility; if the participation assignment is not completed within those 24 hours, no participation points will be given.

Late work will be accepted, but points will be deducted for lateness. The absolute final day to turn in any late work will be the final day of class for the semester (11:20 a.m. Central on April 23, 2019). No work, late or otherwise, will be accepted beyond that date.

### **Student Resources**

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, please visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. If you are comfortable doing so, please also let the instructor know you are experiencing challenges as they may be able to assist you in connecting with campus or community supports.

### **GRADING**

There are 800 possible points in this class. At the end of the semester, your class average will be calculated and fractions will be rounded to the nearest whole number. Letter grades will be determined according to the scale below.

Weekly Assignments	300 points
Event Attendance Written Report	100 points
Online Portfolio	50 points
Midterm Exam	100 points
Final Exam	100 points
Class Participation	250 points
<i>Total</i>	800 points

Final grades as percentages:

A+	96.5-100	B+	86.5-89.4	C+	76.5-79.4	D+	66.5-69.4
A	92.5-96.4	B	82.5-86.4	C	72.5-76.4	D	62.5-66.4
A-	89.5-92.4	B-	79.5-82.4	C-	69.5-72.4	D-	59.5-62.4
						F	Below 59.5

## **COURSE SCHEDULE**

This is a basic schedule for topics and major assignments over the course of the semester. Although every effort will be made to stick with this schedule, please understand that some material may require more or less discussion and class time. Thus, changes to the schedule may occur. All changes will be announced in class.

<b><i>Week Of</i></b>	<b><i>Topic</i></b>	<b><i>Assignment(s)</i></b>
Jan. 14-20	Syllabus/Course Overview	Discuss assignments
Jan. 21-27	Chapter Two—Event Management	
Jan. 28-Feb. 3	Chapter Three—Design, Organize, Produce	
Feb. 4-10	Chapter Four—Technical Aspects Chapter Seven—Human Resources	
Feb. 11-17	Chapter Eleven—Financial Management	
Feb. 18-24	Chapter Twelve—Marketing and Sales	
Feb. 25-March 3	Midterm exam	
March 4-10	No class-Spring break!	
March 11-17	Chapter Thirteen—Public Relations	
March 18-24	Chapter Fourteen—Effective Event Communication	
March 25-31	Chapter Nine—Speakers and Entertainment	
April 1-7	Chapter Six—Food and Beverage	
April 8-14	Chapter Eight—Training and Supervision	
April 15-21	Chapter Ten—Transportation Chapter Five--Registration	
April 22-24	Other Types of Events—Sporting, Mega Cultural Extra credit, portfolio due	

**Final Exam Thursday, May 2, 2019 at 8 a.m.**

### **FIVE PILLARS OF PBRL4301**

- *Professionalism:* Students learn the professional routines of event planners as well as professional means to communicate during the event planning process.
- *Writing:* Students develop appropriate audience-specific messages to inform publics about events, write event proposals, evaluations, and presentations or reports.
- *Multimedia:* Students are exposed to project management applications such as Microsoft Project and Slack.
- *Critical Thinking:* Students attend and evaluate events during the semester. Students must decide the best course for their event project, and be able to defend their decisions.
- *Media Literacy:* Students discuss each step in the event management process and its impact. Students must evaluate various forms of media to determine effectiveness for event marketing.

### **ASSESSMENT**

#### **PROFESSIONAL VALUES AND COMPETENCIES FOR PBRL4301:**

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

#### **HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:**

***Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):***

- Provide a conceptual overview and a systematic study of event planning, management, marketing, logistics, risk assessment and practical applications.
- Understand the importance of considering diversity, accessibility, and inclusiveness when planning events.
- Interpret and apply principles of leadership and event management to the special needs of event organizations.

- Foster professionalism in event management, covering the knowledge base, theory, methodologies and ethics.

***Performance standards to be met (demonstrate skills, abilities, techniques, applied competencies):***

- Select and apply appropriate research and project management tools in support of event planning.
- Evaluate and critique events.
- Plan and execute a special event.
- Identify appropriate marketing strategies for different events.
- Work effectively in a group.
- Communicate the evaluation of special event in a final report/presentation.

**HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET:**

*Awareness:*

- Learn about the important role of event planning in public relations

*Understanding:*

- Understand leadership management and the role event planning plays in public relations practice
- Learn the basics of event finance and budget management
- Recognize some of the different types of events and the variety of needs that come with each type
- Appreciate that event attendees want to have 'an experience' at an event, and understand appropriate ways to provide this based on type of event; and
- Study effective promotion of events

*Application:*

- Attend and evaluate campus and community events submitting an assessment assignment for each event
- Network with professionals in public relations and greater community
- Improve written and oral communication skills through written briefs, assessments, and presentations or reports
- Complete project researching, planning, promoting, executing, and evaluating a special event during the course of the semester
- Gain experience creating effective event/organization goals and timelines
- Learn about personal leadership style and determine areas of potential growth
- Enhance leadership and organizational skills within an event management role
- Develop a presentation or report about the special event project that describes the experiential learning that took place during the process

## **JOURNALISM AND STRATEGIC MEDIA POLICIES**

### **PORTFOLIO REQUIREMENT:**

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix, or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

### **EMAIL:**

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

### **MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

**ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

**COURSE REPETITION:**

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

**ACADEMIC INTEGRITY:**

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism/mass media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)



**ONLINE SETEs:**

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

**DEADLINES:**

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

**AP STYLE AND GRAMMAR:**

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

**DISABILITY:**

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

**DIVERSITY:**

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

**WEATHER POLICY:**

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day’s work.

**STUDENT SUPPORT:**

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.