

EVENT MANAGEMENT

NTPT6205

Course Outline – Online

Description:

Learn how to plan and complete effective events that will meet your goals or objectives. In this four-week course you will learn the tools to plan, budget, market, execute, and evaluate a successful event.

Course Goals:

- To provide students with an overall understanding of event management
- To provide students with the tools to devise a strategic plan, budget, promote, execute, and evaluate an event.

Course Objectives: At the completion of this course, the student will be able to:

- Identify an event overview that deliver measurable outcomes
- Develop an event-based budget
- Shape event timelines and construct a critical path
- Identify ways to promote events to targeted markets
- Implement evaluation tools

Evaluation:

This is a graded course where a complete or incomplete will be issued. In order to receive a completion for this course, a student must:

- Attend 3 out 4 scheduled Zoom meetings
- Submit 3 individual assignments
 - Event Overview
 - Budget
 - Critical Path
- Complete 4 weekly multiple-choice quizzes

Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on “Scholastic Offences” in the current University Academic Calendar, or on the web at <http://www.westerncalendar.uwo.ca>. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University’s code of conduct.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

How often will the instructor communicate with me?

Each week you will receive an announcement from me in OWL. Additionally, we will come together in Zoom on a weekly basis. I will respond to individual emails within **1 business day**. Assignments will be graded, and feedback provided within **5 days** of the due date.

How do I hand in assignments?

All assignments will be submitted electronically through OWL using the assignment tool. Failure to meet deadlines without the instructor's written permission will be subject to the late assignment policy. It is the student's responsibility to ensure that all assignments forwarded to the instructor arrive before the due date. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor and arranging an alternate method of delivery (e.g. e-mail attachment) for the assignment.

Policy on Late Assignment and Quiz Submissions:

All assignments and quizzes must be completed by the assigned date and time. Late submissions may be accepted, pending a request in advance for accommodation to the instructor. If an assignment is submitted more than 24 hours after its deadline, without a request to the instructor, a mark of zero will be assigned.

When will I receive my grades?

Assignments will be marked and the grades available in OWL. Final grades will be available within 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

Western Digital Badge

If you have met the course requirements for this Western approved micro-credential, you will receive an email from MyCreds to claim your digital badge. Badges are embedded with data that verifies your skills and achievements. Share them with your employer, on LinkedIn and other social media sites.

Course Schedule:

	Topic
Week 1	<ul style="list-style-type: none">• Welcome & Peer Introductions (Discussion Forum)• # 1: Review Course Outline & Expectations• # 2: Introduction into Event Management• # 3: Initiating (Market Research, Event Overview and Goals & Objectives)
Week 2	<ul style="list-style-type: none">• # 1: Creating Project Plans• # 2: Planning (Time, Cost, Volunteer Management, Contract Negotiation)• # 3 Vendor / Platform Selections [Hybrid Events]
Week 3	<ul style="list-style-type: none">• 1. Building and maintaining a budget<ul style="list-style-type: none">- Review of Revenue & Expenses- Ticket Pricing• # 2: Generating Revenue (Sponsorship, Marketing & Promotions & Ticket Sales)

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Week 4	<ul style="list-style-type: none">• # 1: Executing (Communications, Guest Management, Stakeholder Management)• # 2: Managing Event Roadblocks• # 3: Closing (Return on Investment, post event surveys, Reconciliation, Database Management)• #4: Introduction to Virtual/Hybrid Events
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