

# **TCA 488 – 100**

## **Special Events Management**

**Office Hours:** Monday Noon - 2:00 pm, Tuesday 11:00 am – Noon,  
Wednesday 11:00 am- 2:00 pm

**Class Time:** Monday and Wednesday 2:30 pm – 3:45 pm

### **Special Events Course Overview**

The goal of this course is to provide theoretical methodological base of knowledge that will enable students to effectively integrate special events. Students preparing for a career in hospitality management must have an understanding of the importance special event, entertainment, meetings and other events have on our industry. The significance of these events cross international and cultural boundaries and represent an opportunity to increase revenues and touch the customer in a very personal way.

### **Learning Outcomes**

- Understand a conceptual overview and a systematic study of event programming, management, and marketing, encompassing theory, methods, and practical applications.
- Interpret and apply principles of both business and not-for-profit management to the special needs of event organizations.
- Critique an event based upon attributes of successful event management.
- Develop complete plans of execution for events of any type.
- Recognize and apply professionalism in the execution of events.

### **Required textbook**

Goldblastt, J. (2014) *Special Events: Creating and Sustaining a New World for Celebration*, 7th Edition, Wiley.

Other materials may be distributed during class, which may include articles, essays, or other information as provided by guest speakers. Information from these materials is fair game for examinations.

### **Course Evaluation**

<b><u>Item</u></b>	<b><u>Grade points</u></b>
Class attendance and participation -Individual	50 (5%)
Event Attendance and Reports - Individual	100 (10%)
Book Club Class Presentations - Group	150 (15%)
Ad-hoc In-class activity - Group	100 (10%)
Final Project -Group (Proposal report: 150 pts, Peer evaluation 50 pts, Oral Presentation: 100 pts)	300 (30%)
Mid-term Exam	100 (10%)
Final Exam	200 (20%)
Total Points	1000 (100%)

### **Possible Extra Credit Points**

<b><u>Item</u></b>	<b><u>Grade points</u></b>
Cvent certification	10
Asking question(s) to Guest speaker	Up to 10
Attending Imex America/ Short report	15
Event volunteer/ Short report	10

### **Grading Scale**

A	930-1000	A-	900-929.99		
B+	870-899.99	B	830-869.99	B-	800-829.99
C+	770-799.99	C	730-769.99	C-	700-729.99
D+	670-699.99	D	630-669.99	D-	600-629.99
F	590.99				

### **Book Club Class Presentations (15%) - Group work**

Eight (8) teams will be formed and will be assigned a topic to do a research from textbook and all other sources of information available on web and from the library. Each group will be leading a seminar on the specific topic that is identified in the schedule below. Each topic will contain one chapter of the textbook and other sources (newspaper, website, and magazine etc.).

The goal is to extract the main information about the topic and present it to the class and generate a discussion. The use of power point with handout is highly recommended. At the end of the presentation each team, the group will ask the remainder of the class three questions about the content of the chapter. The remainder of the group will ask the presenter group at least one questions about the chapter.

### **Final Project (30%) - Group Work**

This is to be viewed as a proposal for the contract to produce a special event. Groups will work in teams of two or three, preparing both a written presentation and an oral sales pitch of their proposal. A strong emphasis should be given to creativity. Note that this is NOT an academic report – this is a presentation for consideration by a client, and its format and design should reflect that. An outline of material to be included, and a grading template will be provided in class.

Some possible ideas to “prime the pump”: Awards Ceremony, Celebrity promotional Appearance, Debutante Ball, Election Celebration, Fashion Show, Incentive Travel Event, Building Dedication, Madrigal Feast, Product Introduction, Retail Grand Opening, Reunion of special group, Smaller event to promote larger event

### **Ad-hoc Assignments / Ad-hoc In-class Activities (10%) - Group Work**

Ad-hoc in-class activities will be assigned during the semester. The purpose of the ad-hoc and in-class assignments is to ensure that you fully understand the concepts/applications in the book and in the class.

### **Event Attendance and Reports (10%) - Individual work**

To involve students as attendees in actual events, each student will be required to attend one event and provide written critiques of events. The guideline for the event report will be provided in class and post on web-campus.

### **Examinations (30%) - Individual work**

There will be one mid-term (10%) and one final examination (20%). Your exams therefore will consist of short answer questions and multiple-choice questions. All the exams take place at the same venue for classes for the course. To help you prepare the both exams, the exam review session will be provided one week before the exam week.

Unless permission is justifiably requested and subsequently granted by the professor prior to the exam, no make-up exam will be provided. Where permission for a make-up exam is granted, it will be scheduled within a week of the original exam date and at a time and location specified by the instructor

### **Attendance and participation (5%)- Individual work**

Your attendance and participation are strongly encouraged as assignment, exams, and the presentations. With full attendance/participation, you will receive 50 points. You will lose 5 points per unexcused absence or missing a deadline for submission of work. Students are expected to attend the class based upon University policy. A full credit of attendance will only be given to those students who attend the full class. Attendance check will be done at the beginning of classes and after a class break if necessary (if there is any change in the number of students attending second part of class after a break).

- Excuses to miss class will be considered only when family or health emergency occurs and only that is documented.
- Leaving class early due to a special occasion should be notified to your instructor prior to the beginning of classes. Attendance credit will be given based on the length of hours stayed in a class.

It will be the student's responsibility to sign in on attendance sheets for each class. Be sure to let your instructors know, during a break, if you came in late so that you will not be counted as absent.

### **TENTATIVE COURSE SCHEDULE**

<b>Week</b>	<b>Date</b>	<b>Lecture topic</b>	<b>Readings</b>	
1	8/29	Course introduction		
	8/31	Event industry overview (Group formation)	Chapter 1	
2	9/5	Labor Day Recess		
	9/7	Understanding how to write a proposal		
3	9/12	Event planning procedures	Event impacts	
	9/14	Models of sustainable event leadership	Chapter 2	
4	9/19	Venue selection and event logistics		
	9/21	Dissociation with practitioner in event industry (Las Vegas Convention & Visitors Authority)		
5	9/26	Sustainable financial leadership	Chapter 5	
	9/28	Identification of the event timeline		
6	10/3	Composting the event plan	Chapter 3	

	10/5	Midterm Exam Review/ Mid-check for the final project		
7	10/10	Midterm Exam		
	10/12	Human resources management Vendor partners, contracts, and on-site production	Chapter 4 Chapter 6	
8	10/17	Projection discussion		
	10/19	Attending Imex America		
9	10/24	Event marketing	Chapter 7	
	10/26	Dissociation with practitioner in event industry (Las Vegas Convention)		
10	10/31	Risk Management; Health and Safety; and Legal and Ethical Safeguards	Chapter 8	<b>*Event Report Due (#1) by 10/31 (in class)</b>
	11/2	Field trip to MGM Resorts Event Productions		
11	11/7	Event Sponsorship		
	11/9	Event Technology/ Virtual events	Chapter 9	
12	11/14	Cultural diversity in event planning/ Final project discussion		
	11/16	Panel Discussion with members in Special Event Association		
13	11/21	Group Presentation		<b>*Final project Due (#2) by 11/21 (in class)</b>
	11/23	Thanksgiving		
14	11/28	Group Presentation		
	11/30	Group Presentation		
15	12/5	Final Exam Review		
	12/7	Study week		
16		Final Exam		

*\*This is only a tentative syllabus and is subject to change throughout the semester*

### **UNLV POLICIES AND RESOURCES**

**Academic Misconduct:** Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when

faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at:

<https://www.unlv.edu/studentconduct/student-conduct>.

**Copyright:** The University requires all members of the University Community to familiarize themselves **with** and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws.** Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: <http://www.unlv.edu/provost/copyright>.

**Disability Resource Center (DRC):** The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you.

If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

**Religious Holidays Policy:** Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor no later than the end of the first two weeks of classes, **January 29, 2016**, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

**Incomplete Grades:** The grade of I – Incomplete – can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student's control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving "I" grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the grade.

**Tutoring:** The Academic Success Center (ASC) provides tutoring and academic assistance for all UNLV students taking UNLV courses. Students are encouraged to stop by the ASC to learn more about subjects offered, tutoring times and other academic resources. The ASC is located

across from the Student Services Complex (SSC). Students may learn more about tutoring services by calling 702-895-3177 or visiting the tutoring web site at:

<http://academicsuccess.unlv.edu/tutoring/>.

**UNLV Writing Center:** One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student's Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>

**Library Resources:** Students may consult with a librarian on research needs. For this class, the subject librarian is Lateka Grays (<http://guides.library.unlv.edu/hospitality>). UNLV Libraries provides resources to support students' access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

**Communication within the College:**

All students are encouraged to subscribe to the student listserve for the College of Hotel Administration. To subscribe, go to: <http://groups.yahoo.com/group/unlvhotelcollege> . All information relevant to the College, job opportunities, activities, clubs, scholarships, etc. will be posted on this list serve. To be informed of opportunities available to you, YOU NEED TO BE A SUBSCRIBER TO THE LISTSERVE.

**Academic Advising:** Academic advising is available through the college's Student Advising Center – BEH 543, 702-895-3616.

**Rebelmail:** By policy, faculty and staff should e-mail students' Rebelmail accounts only. Rebelmail is UNLV's official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students' e-mail prefixes are listed on class rosters. The suffix is always [@unlv.nevada.edu](mailto:@unlv.nevada.edu). Emailing within WebCampus is acceptable.

**Final Examinations:** The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: <http://www.unlv.edu/registrar/calendars>.

**University Property and Security:** If caught misappropriating State property, the student will be dropped from the College. The University may also wish to press formal charges. If you purchase items used in operation, you will be reimbursed for this purchase (if you have a proper receipt). Once you have been reimbursed, those items purchased become property of the University of Nevada, Las Vegas. No reimbursement will be made without proper receipt of purchase and strict adherence to UNLV policy. *Students should not bring valuables, personal items unrelated to course activities, or book bags into the building.* The University of Nevada, Las Vegas staff and/or faculty will not be held responsible for the loss of personal items or valuables.

All books, papers, notebooks, and class-related items should be kept secured during the class. If you have valuables that must be locked please let your instructors know so that you can place your items in a secured office during class hours.

**Alcohol and Drug Use:** Students who consume any type of alcoholic beverages, use illegal drugs during class time, or attend class intoxicated will be immediately dropped from the course and sent to the university disciplinary board with recommendation for expulsion. Please do not come to class under the influence.

**Insurance:** The University of Nevada System does NOT carry insurance for students working in laboratories. This includes the Hotel College kitchens, dining rooms, and lounge/bar. Each student will have to provide his/her own coverage. If you are not covered by a family policy, you should purchase student insurance from the University. Information is available from the registrar's office. Although our safety record has been good, there is always a chance that an injury could occur that results in a trip to the hospital. Should an incident such as this occur, the University will not pay for the expenses incurred; it will be the responsibility of the student.