

Cumberland County College

Course Name: PR 106 – Special Events Planning & Management

Credits: 3

Prerequisites:

PR 105

Course Description:

The purpose of this course is for students to acquire an in-depth knowledge about the specialized field of "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation, and evaluation of special events.

Learning Outcomes:

At the completion of this course, students should be able to:

- Identify special event management techniques and strategies required for successful events planning and management
- Develop, plan, and implement a special event
- Evaluate careers/jobs in special events planning and management
- Create an effective special events master plan
- Critically analyze a special event

Topical Outline:

- Introduction to special events planning and management
- Jobs in special events
- Needs assessment
- Time Management
- Observation and Evaluation of special events
- Promotional and marketing plan
- Budget planning
- Team building
- Special events contracts, vendors, legal issues and insurance
- Thanking, acknowledging and reporting
- Your future in special events planning and management

Required Texts and Other Materials

Armstrong, James, Planning special events (J-B Fundraising School Series).

Student Assessment:

Assessment will be accomplished through class participation, papers, quizzes, journals, exams and presentations.

Academic Integrity

Plagiarism is cheating. Plagiarism is presenting in written work, in public speaking, and in oral reports the ideas or exact words of someone else without proper documentation.

Whether the act of plagiarism is deliberate or accidental [ignorance of the proper rules for handling material is no excuse], plagiarism is, indeed, a “criminal” offense.

As such, a plagiarized paper or report automatically receives a grade of **ZERO** and the student may receive a grade of **F** for the semester at the discretion of the instructor.

Available Resources

If you are having difficulty with work in this class, tutoring is available through the Success Center. If you think that you might have a learning disability, contact Project Assist at 856.691.8600, x1282 for information on assistance that can be provided to eligible students.

(List availability of open labs and/or writing center)

Before Withdrawing From This Course

If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) BEFORE withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.