

RARITAN VALLEY COMMUNITY COLLEGE ACADEMIC COURSE OUTLINE

COMM-130 Events Planning/Meeting Management

I. Basic Course Information

A. Course Number and Title: COMM 130, Events Planning/Meeting Management

B. New or Modified Course: Modified

C. Date of Proposal: Semester: Fall Year: 2017

D. Effective Term: Fall 2018

E. Sponsoring Department: Communication & Languages

F. Semester Credit Hours: 3

G. Weekly Contact Hours: 3 Lecture: 3
 Laboratory: 0
 Out of class student work per week: 6

H. Prerequisites/Corequisites: None

I. Laboratory Fees: None

J. Name and Telephone Number or E-Mail Address of Department Chair and Divisional Dean at time of approval: Department Chair: Sara Banfield, Sara.Banfield@raritanval.edu;
Divisional Dean: Patrice Marks, Patrice.Marks@raritanval.edu

II. Catalog Description

Events Planning/Meeting Management is a survey course that anchors the Events Planning/Meeting Management Certificate Program. This course presents sound principles and practices for public relations practitioners who plan and organize events, meetings, conferences, or conventions and prepares students for employment opportunities with trade and professional associations, consulting firms, non-profit organizations, and corporations. It also enhances employment credentials for independent consultants who manage conferences, conventions, or trade shows.

III. Statement of Course Need

- A. Event Planning/Meeting Management is the anchor course for the Events Planning/Meeting Management Certificate Program, which was developed on recommendation of the Communication Studies Curriculum Advisory Committee to meet a need for public relations practitioners seeking specialized training in events planning and meeting management or for students interested in pursuing a career in events planning and meeting management. No educational institution in our bi-county area provides such a program.
- B. This course generally transfers selectively as a Communication program elective.

IV. Place of Course in College Curriculum

- A. Free Elective
- B. This course meets a program requirement for Events Planning/Meeting Management Certificate Program
- C. This course meets a program elective for Communication Studies, AA and Marketing Option in Business Management, AAS
- D. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; b) for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

This course explores the following topics:

- A. Planning an event or meeting
 - 1. Determining objectives
 - 2. Planning the program
 - 3. Creating a suitable environment
- B. Preliminary planning
 - 1. Budgeting and financial management
 - 2. Site selection
 - 3. Promotion, marketing, and advertising
- C. Addressing basic needs
 - 1. Housing
 - 2. Transportation
 - 3. Food and beverages
 - 4. Communication technology
- D. Working with people
 - 1. The Convention and Visitors Bureau
 - 2. Working with the convention services manager
 - 3. Negotiations
- E. Support services
 - 1. Registration procedures
 - 2. Audiovisual services
 - 3. Hospitality services
 - 4. Contracted services
- F. Legal and ethical considerations
 - 1. Contracts and liability
 - 2. The Americans with Disabilities Act
 - 3. Ethical issues

G. The Big Event

1. On-site communications
2. On-site trouble-shooting
3. Event/meeting wrap-up
4. Evaluation

H. Special topics

1. Alternative event/meeting environments
2. Convention centers
3. Exposition management
4. International meetings and expositions
5. Technology in the meeting industry
6. Professional resources

VI. General Education and Course Learning Outcomes

A. General Education Learning Outcomes:

At the completion of the course, students will be able to:

1. present a fully-developed proposal for an event or meeting. (GE-1)
2. communicate clearly, coherently and convincingly, both orally and in writing. (GE-1)
3. demonstrate effective interpersonal communication skills. (GE-1)
4. recognize ethical issues in events planning/meeting management practices. (GE- ER)

B. Course Learning Outcomes:

At the completion of the course, students will be able to:

1. determine meeting objectives
2. prepare a budget for an event or meeting
3. prepare a site suitable for a specific group and their event or meeting objectives
4. promote an event or meeting
5. accommodate essential housing, transportation, food, entertainment, and communication needs for an event or meeting
6. communicate effectively with clients, vendors, and support service personnel for an event or meeting
7. employ effective negotiation techniques in meeting arrangements
8. recognize basic components of a facility contract
9. discuss legal issues pertaining to meeting management, such as liability, insurance, and confirmation letters
10. recognize ethical issues in events planning/meeting management practices

C. Assessment Instruments

1. research papers
2. demonstrations
3. essays
4. journals
5. portfolios
6. presentations

VII. Grade Determinants

- A. essays
- B. projects
- C. tests
- D. presentations
- E. quizzes
- F. assigned exercises
- G. class participation

Given the goals and outcomes described above, LIST the primary formats, modes, and methods for teaching and learning that may be used in the course:

- A. lecture/discussion
- B. small-group work
- C. computer-assisted instruction
- D. guest speakers
- E. student oral presentations
- F. simulation/role playing
- G. student collaboration
- H. independent study
- I. site visits

VIII. Texts and Materials

- A. suggested textbook:
 - Professional Meeting Management (latest edition). Barbara Connell, editor. Professional convention Management Education Foundation.
 - The Business of Event Planning (latest edition). Judy Allen. Wiley.
 - Meeting and Event Planning for Dummies (latest edition). Susan Freidmann. Wiley.
- B. web sources

Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.

IX. Resources

- A. internet resources
- B. DVD/video projection
- C. CATT classroom

X. Honors Options: N/A