

**RARITAN VALLEY COMMUNITY COLLEGE
ACADEMIC COURSE OUTLINE**

COMM 135 – EVENT PRODUCTION

I. Basic Course Information

A. Course Number and Title: COMM 135, Event Production

B. New or Modified Course: Modified

C. Date of Proposal: Semester: Spring Year: 2020

D. Effective Term: Fall 2020

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: COMM 130, Event Planning/Meeting Management

I. Laboratory Fees: None

J. Name and Telephone Number or E-Mail Address of Department Chair and Divisional Dean at time of approval: Bick Treut, ext. bick.treut@raritanval.edu; Patrice Marks, patrice.marks@raritanval.edu.

II. Catalog Description

Prerequisites: COMM-130, Event Planning/Meeting Management. Event Production puts the theories taught in Event Planning/Meeting Management into practice. Students produce an event and manage budgets, timelines, menus, advertising, and all the tasks related to event production.

The course culminates with an event produced for the students and faculty of the college.

Event Planning/Meeting Management is a survey course that anchors the Event 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 and meeting management continues to be a career path pursued by those entering the workforce as well as those looking for a career change. Formal programs designed to train people on how to think like a planner, and be ready to speak the language required in the workplace, are few in number. Event Production offers students the experience of actually producing a program.
- B. This course is designed to provide experiential learning in the Event Planning/Meeting Management program and is not designed for transfer.

IV. Place of Course in College Curriculum

- A. Free Elective
- B. This course meets a program requirement for the Event Planning/Meeting Management Certificate and may be taken as an alternative to Comm 292 Comm/Speech Co-Op.
- C. This course meets a Communication Specialization Elective in the Communication Studies, AA degree.
- 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 offers hands-on execution for the following program elements:

- A. Determining event goals, target audiences, messaging strategy and action plan
- B. Execution of all logistic elements once the strategy is put into place
- C. Interpersonal communication
 - 1. Liaison with college staff for logistics execution
 - 2. Interaction with media and VIPs
 - 3. Vendor negotiation
 - 4. Writing of press releases and invitations
 - 5. Working in groups
 - 6. Weekly presentation of group progress to rest of class
- D. Tactics and logistics
 - 1. Selection of event date

2. Marketing and advertising of program
 3. Creation of budget
 4. Create Program of Events (POE) and workflow sheets
 5. Food and beverage creation and management
 6. VIP management
 7. Production elements for show day
 8. Identification and solicitation of sponsors
- E. Event Day
1. On-site communications
 2. Event setup and execution
 3. On-site trouble-shooting
 4. Event/meeting wrap-up
 5. Evaluation
- F. Special topics
1. Interviewing
 2. Internship opportunities
 3. Different pathways in the event industry

VI. General Education and Course Learning Outcomes

A. General Education Learning Outcomes:

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

1. communicate clearly, coherently and convincingly, both orally and in writing (GE-1)
2. produce an event using critical and creative thought (GE-1)
3. demonstrate effective interpersonal communication skills (GE-1)
4. recognize ethical issues in event planning/meeting management practices (GE-Ethical Reasoning)

B. Course Learning Outcomes:

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

1. demonstrate mastery of the process of producing a program from concept to completion
2. demonstrate the elements and vocabulary of event planning theory
3. demonstrate working knowledge of event planning protocol while producing a program
4. speak with authority about the event they produced.

C. Assessment Instruments

1. reading summaries
2. status reports
3. presentations

4. projects leading up to event day
5. event execution

VII. Grade Determinants

- A. essays
- B. projects
- C. presentations
- D. contribution to the event (preshow, onsite, and post event)
- E. class participation.

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. student collaboration

VIII. Texts and Materials

LIST which of the following types of course materials will be used. Specify title and publication information about textbooks and any other major text sources or other materials.

- A. Suggested textbook: Beyond Logistics and Planning: The Event Marketing Handbook, Allison Saget, Dearborn Trade Publishing, 2006, ISBN-1-4195-1506-3
- B. film and video
- C. web sources
- D. other computer-based 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. Smart classroom (PC, Internet, DVD)

X. Honors Options

N/A

