Raritan Valley Community College  
Course Outline  

COMM 135 – Event Production

I. Basic Course Information

A. Course number and Title:  COMM 135, Event Production
B. New or Modified Course:  New
C. Date of Proposal:  Semester: Spring Year: 2010
D. Sponsoring Department  Communication & Languages
E. Semester Credit Hours:  3
F. Weekly Contact Hours:  3  
   Lecture 3  
   Lab 0
G. Prerequisites:  COMM-130, Event Planning/Meeting Management
H. Laboratory Fees:  None
I. Name and Telephone Number of E-Mail Address of Department Chair:  
   Laurie Reynolds, x8414

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. 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

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.

IV. Place of Course in College Curriculum

1. Free elective
3. Program Specialization Elective--Communication Studies
4. Event Planning/Meeting Management transfers selectively as a Communication elective to Communication or Management programs at other institutions.

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. Educational Goals and Learning Outcomes

A. Educational Goals

Students will:

1. Communicate clearly, coherently and convincingly, both orally and in writing (G.E. RVCC 2; NJ 1)
2. Produce an event using critical and creative thought (G.E. RVCC 1; NJ 1)
3. Demonstrate effective interpersonal communication skills (G.E. RVCC 2; NJ 1)
4. Use the Internet to acquire reliable information and data for and about event planning (G.E. RVCC 1, 3; NJ 4)
5. Recognize ethical issues in event planning/meeting management practices (G.E. RVCC 5; NJ 9)

B. Learning Outcomes

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.

VII. Modes of Teaching and Learning

A. Experiential
B. Lecture/discussion
C. Small-group collaboration
D. Guest speakers
E. Student oral presentation
F. Site visit
VIII. Papers, Examinations, and other Assessment Instruments

A. Assigned exercises
B. Weekly discussion on current events in the industry
C. Textbook reading and follow up discussion
D. Projects leading up to event day
E. Event execution

IX. Grade Determinants

A. Class participation
B. Attendance
C. Assigned exercises
D. Contribution to the event preshow, onsite and post event
E. Quality of event binder

X. Text and Materials

B. Web sources

Please note: The course outline in 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.

XI. Resources

A. Smart classroom (Internet, VHS, DVD)
B. Articles written by instructor as they’re published in industry publications
C. Guest speakers