



Bergen Community College  
Division of Business, Arts, and Social Sciences  
Department of Business & Hotel/Restaurant Management

### HRM 229 Event Planning and Management II

Date of Most Recent Syllabus Revision:

Course Typically Offered: Fall \_\_\_ **Spring** \_\_\_ Summer \_\_\_ Every Semester \_\_\_ Other \_\_\_\_\_

Syllabus last reviewed by: BCC General Education Committee \_\_\_\_\_ Date: \_\_\_\_\_

(Most courses need review Ad Hoc Committee on Learning Assessment \_\_\_\_\_ Date: \_\_\_\_\_

by only one of the following) **Curriculum Committee:** \_\_\_\_\_ Date: April 2018

#### Basic Information about Course and Instructor

**Semester and year:**

**Course and Section Number:** Event Planning and Management II HRM 229-099WB

**Meeting Times and Locations:**

**Instructor:**

**Email Address:**

**Office Location:**

**Phone:**

**Departmental Secretary:** Linda Karalian, 201-447-7214, [lkaralian@bergen.edu](mailto:lkaralian@bergen.edu)

**Office Hours:**

#### Course Description:

##### Official Catalog Course Description

This course introduces students to the fundamentals of event planning and management and advances the comprehension of project management and implementation. The course prepares students to take an entrepreneurial approach to plan events while incorporating administrative, fundraising, merchandising, marketing, social media, and personnel factors to organize them successfully from conception to event execution.

**Hours:** Lecture [3.00].

3 credits

**Prerequisites:** HRM 129/BUS 129

**Co-requisites:** None

**Cross Listed Courses:** BUS 229

**Student Learning Objectives:**

As a result of meeting the requirements in this course, students will be able to:

1. Explain strategies to maximize event attendance;
2. Communicate effectively with clients, vendors, donors, and support service personnel for an event;
3. Practice effective negotiation techniques in meeting arrangements;
4. Plan and market an event using social media and other contemporary means;
5. Generate solutions to overcome challenges in the event industry

**Means of Assessment**

The major assessment types (means of assessment) utilized in this course are graded online class participation, discussions from articles and websites, individual projects, and discussion questions as assigned.

**Course Content**

This course serves as conceptual overview and study of event planning, management, marketing, and practical applications. This course introduces students to the advanced skills necessary to apply event planning principles for both profit-making and non-profit organizations. Additionally, the course serves to prepare students to effectively attract greater event attendance. The course includes the following mandatory components:

1. Planning of an event while factoring in managerial, marketing, and financial considerations
2. Analyzing the advantages and challenges of various types of venues
3. Preparing pitches to potential sponsors for donations for diverse event causes

**Course Outline and Calendar**

Week	Date(s)	Topics	Chapters
1		Introduction to the Course	
2		Event Planning Trends	
3		Advanced Site & Venue Selection	6
4		Effective Event Marketing	9
5		Social Media Influences in Event Planning	
6		Advanced Strategic Planning	8
7		Fundraising & Sponsorship	
8		Event Technology	
9		Registration & Housing	10
10		Food & Beverage Arrangements	13
11		Exhibitions & Effective Meeting Communications	11

12		Onsite Event Management	14
13		Conducting Staff Meetings Throughout Events	15
14		Featured Guest Speaker Visit	
15		Course Wrap-Up and Final Assessment	

**Notes to Students:**

1 – Your instructor will provide reminders about weekly topics and assignments. Additional readings not listed above may be assigned. Please continually log on to Moodle for announcements, reminders and updates.

2 –Please continually check your Bergen Community College e-mails (You may decide to filter your Bergen e-mail into your personal e-mail address).

3 - Due dates for Discussion Question forums occur at various stages of each module. Refer to the course site announcements for updates on this.

**Special Features of the Course**

The use of learning technologies in the course, as well as excellent internet connection, is necessary to help you succeed in this course and in the industry.

**Course Texts and/or Other Study Materials**

**Required**

Professional Meeting Management,  
Professional Convention Management Association, 6<sup>th</sup> ed. Kendall/Hunt Publishing  
Company, Dubuque, Iowa 2015

**Grading Policy**

The grading system used for this course will combine the following

Class Participation	10%
Assignments	70%
Project	20%
	100%

### **Overall Class Participation (up to 10 performance points)**

Class participation by students (including regular and timely attendance and active engagement in class sessions) is an essential part of this course. I expect you to participate actively and constructively in our class sessions in ways that show respect and courtesy to me and to your classmates. As we proceed through the semester, there will be class discussions on all of the major topics covered in the course. You are required to participate actively in our discussions and other class activities. (You are also free to generate online discussions in the Moodle Forum. Such online discussions are not required. They are completely up to you and other members of the class. Online discussion activity will not affect your grade one way or another.)

"Plus" behaviors: To earn points for class participation, you must (1) attend class regularly and on time and not leave early; (2) be well-prepared for class by doing all assigned reading and other out-of-class assignments ahead of time; (3) participate voluntarily, actively, intelligently, and constructively in class discussions; (4) do all in-class assignments; (5) show a positive and serious attitude toward the course; and (6) utilize frequently and actively the materials and facilities on the Moodle site.

"Minus" behaviors: Behaviors such as the following will result in your losing points for class participation: (1) being absent from or late for class; (2) leaving class early; (3) continually walking out of and coming back into class; (4) sleeping in class; (5) being inattentive to class lectures and discussions; (6) behaving inappropriately in class (e.g., acting silly; conducting private conversations in the back of the room; utilizing cell phones, headphones, and other distracting devices in class; eating, drinking, or chewing gum in class; defacing classroom furniture; etc.); (7) being impolite, rude, or discourteous to me or to your classmates; (8) not being adequately prepared for class; (9) showing a negative or frivolous attitude toward the course; (10) Not utilizing the materials and facilities on the course website.

### **Other College Policy Statements**

#### **Code of Student Conduct:**

[http://bergen.edu/wp-content/uploads/StudentCodeofConduct2016\\_EngVer12062016.pdf](http://bergen.edu/wp-content/uploads/StudentCodeofConduct2016_EngVer12062016.pdf)

#### **Statement on plagiarism and/or academic dishonesty:**

Please read pages 8 – 9 in the above link. Students are not excused from the penalties for not being aware of or for not having read the policies set forth regarding plagiarism and other forms of academic dishonesty.

#### **ADA Statement:**

Students who require accommodations in accordance with the Americans with Disabilities Act (ADA) can request these services from the Office of Specialized Services. To learn more about how to apply for services, please visit <http://www.bergen.edu/oss>.

Note: Those who have completed the OSS paperwork and received accommodations during previous semesters might not be automatically eligible in subsequent semesters in every case.