

I. Catalog Description

HOSP 275 Festival Management

3 class hours
0 lab hours
3 credits
(3c-01-3cr)

Examines the international, regional, and local perspective of festivals and festival event management. Examines and evaluates management, marketing, financial, and

7. The Consolidation of the Festival Industry

B. Impact of Festivals (2 hours)

1. Balancing of Impacts of Festivals

G. The Marketing of Festivals (3 hours)

1. What is Festival Marketing?

- i. Construction of the Budget
 - ii. Factors Affecting Viability
 - b. Cash Flow
 - i. Cash Flow Analysis
 - ii. Problems with Cash Flow and Festivals
 - c. Costing
 - i. Line Item Analysis
 - ii. Requisite Determination of Expenditures
- 4. Tips on Reducing Festival Costs
- 5. Revenue Management
 - a. Methods to Increase Revenues
 - b. Tracking Systems
 - c. Control Systems to Prevent Theft
- 6. Reports
 - a. Profit and Loss Reports
 - b. Balance Sheets
 - c. Ratio Analysis

K. Legal and Risk Management (2 hours)

- 1. Legal Issues Involved in Festival Implementation and Management
- 2. Contracts
 - a. Construction of a Festival Contract

M. Logistics (3 hours)

1. What Are Festival Logistical Systems?
2. Elements of a Logistical System
 - a. Supply of Facilities
 - b. On-Site Logistics
 - c. Shutdown

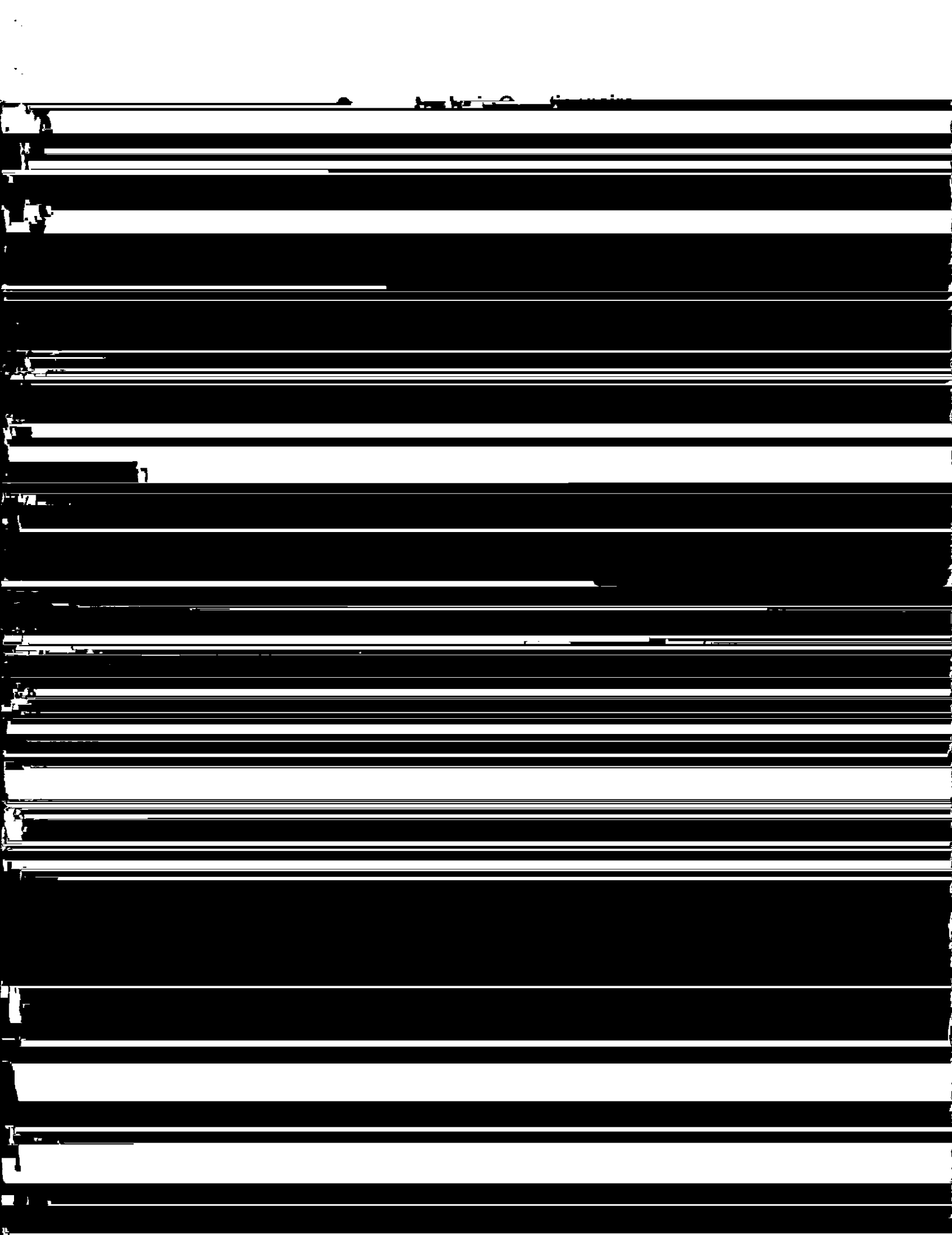
IV. Evaluation Methods

The final grade will be determined as follows:

40% Workshop Modules -- utilized to apply theoretical information to actual industry application.

35% Tests -- two test consisting of true/false, multiple choice, and short answer.

[REDACTED]



Section B: Interdisciplinary Implications

B1 Will this course be taught by instructors from more than one department? If so, explain the teaching plan, its rationale, and how the team will adhere to the syllabus of record.

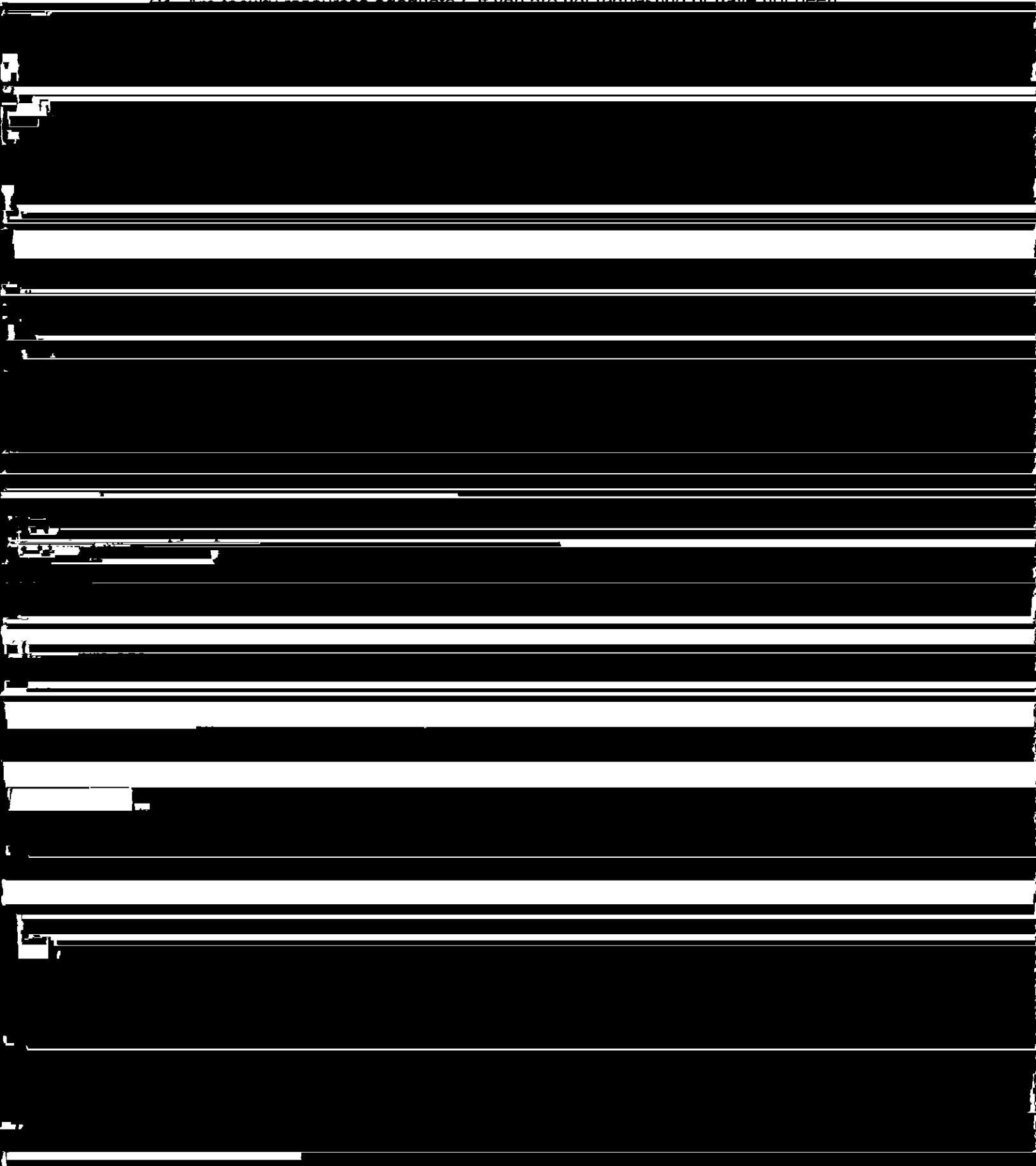
This course will not be taught by instructors from more than one department.

B2 What is the relationship between the content of this course and the content of courses offered by other departments? Summarize your discussions (with other departments) concerning the proposed changes and indicate how any conflicts have been resolved. Please attach relevant memoranda from these departments that clarify their attitudes toward the proposed change(s).

There is no relationship between the content of this course and the content of courses

Section C: Implementation

Q1. Are faculty resources adequate? If you are not requesting or have not been



C8 If this course is a distance education course, see the Implementation of Distance

~~Education Assessment and the Undergraduate Distance Education Review Form~~

