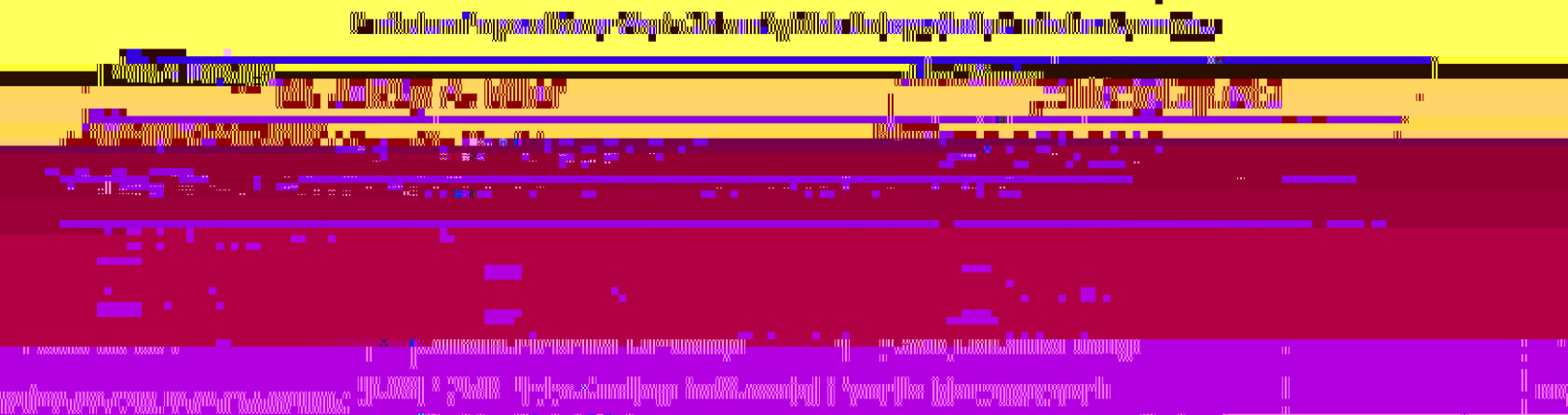


LSC Use Only Proposal No:
LSC Action Date

WUCC Use Only Proposal No. 14-001

JWUCC Action Date: Apr 9/10/14 Senate Action Date: Apr 10/7/14



and fulfill the following.

Liberal Studies Course Designations, as appropriate

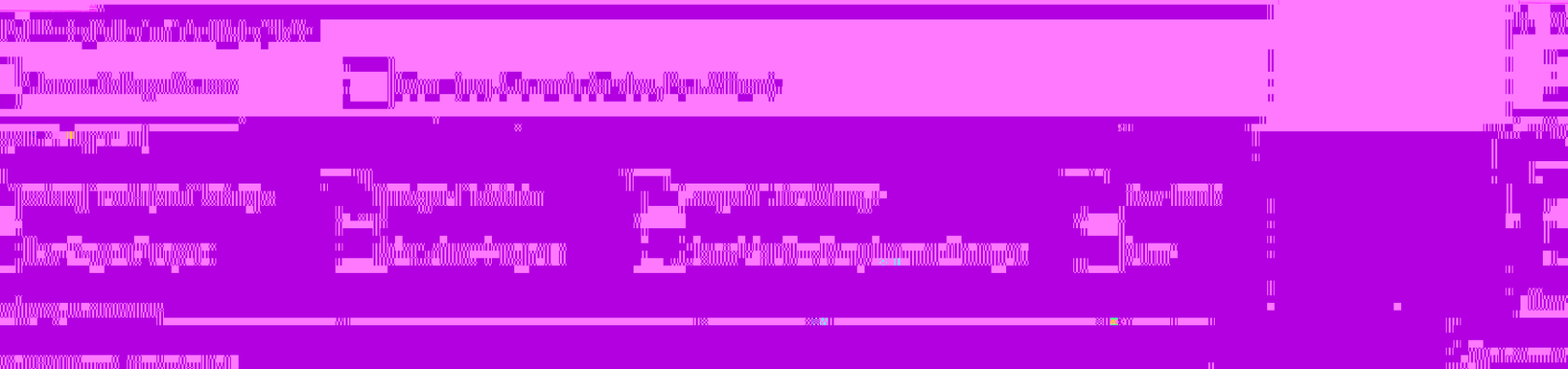
2. Liberal

course is also proposed as a Liberal Studies course (please mark the appropriate categories below).

Learning Skills Knowledge Area Global and Multicultural Awareness Writing Across the Curriculum (W Course)

Liberal Studies Elective (please mark the designation(s) that applies - must meet at least one)

Global Citizenship Information Literacy Oral Communication
 Quantitative Reasoning Scientific Literacy Technological Literacy



Submitted by: [Name] Date: [Date]

Approved by: [Name] Date: [Date]

Course Description

0 lab hours

3 credits

(3c-01-3cr)

Introduces the principles of special event management and current practices and developments within the event management industry. Discusses event management responsibilities from the initial planning stages through delivery.

II. Course Outcomes

The student will be able to:

1. Articulate the four knowledge domains of the special events specialty: administration, coordination, marketing, and risk management.

B. The Event Element Assessment (2 hours)

1. Needs Assessment
2. Prioritizing Goals and Objectives
3. Feasibility and Impact Studies
4. Timelines and Schedules
5. Contingency Plans
6. Insurance

C. Developing the Event Site (3 hours)

1. Site Selection and Inspection
2. Site Inspection Strategies
3. Designing and Site Plan
4. Documentation Strategies

Exam 1 (1 hour)

D. Accommodating the Audience (3 hours)

1. Collateral Material Development
2. Registration and Admission
3. Seating and Ushering
4. Attendee and VIP Services

E. Providing the Event Infrastructure (3 hours)

1. Transportation
2. Parking
3. Waste Management and Recycling
4. Utilities
5. Labor and Labor Unions

F. Safe Operations (3 hours)

1. Communication Systems
2. Safety and Security
3. Medical and Emergency Services

G. Coordinating the Environment (3 hours)

1. Theme Development
2. Décor
3. Staging Considerations

Exam 2 (1 hour)

H. Fundamentals of Production (3 hours)

1. Lighting

2. The Production Book
3. Evaluations
4. Documentation and Archives

O. Strategies for Success (2 hours)

1. An Integrated Discipline
2. Industry Standards and Credentials
3. Special Event Coordination Career Plan

Print Field Work (2 hours)

VII. Required textbooks, supplemental books and readings

Silvers, Julia Rutherford (2012). *Professional Event Coordination*, New Jersey: John Wiley and Sons.

VIII. Special resource requirements

Course Analysis Questionnaire

Section A: Details of the Course

- A1. How does this course fit into programs of the department? For which students is the course designed? (majors, students in other majors, liberal studies). Explain why the content cannot be incorporated into an existing course.

Course will be a required course for Hospitality Management majors. Breadth and depth of course content cannot be adequately covered as part of an existing course.

- A.2 Does this course require changes in the content of existing courses or requirements for a program? If catalog descriptions of other courses or department programs must be changed as a result of the adoption of this course, please submit as separate proposals all other changes in courses and/or program requirements.

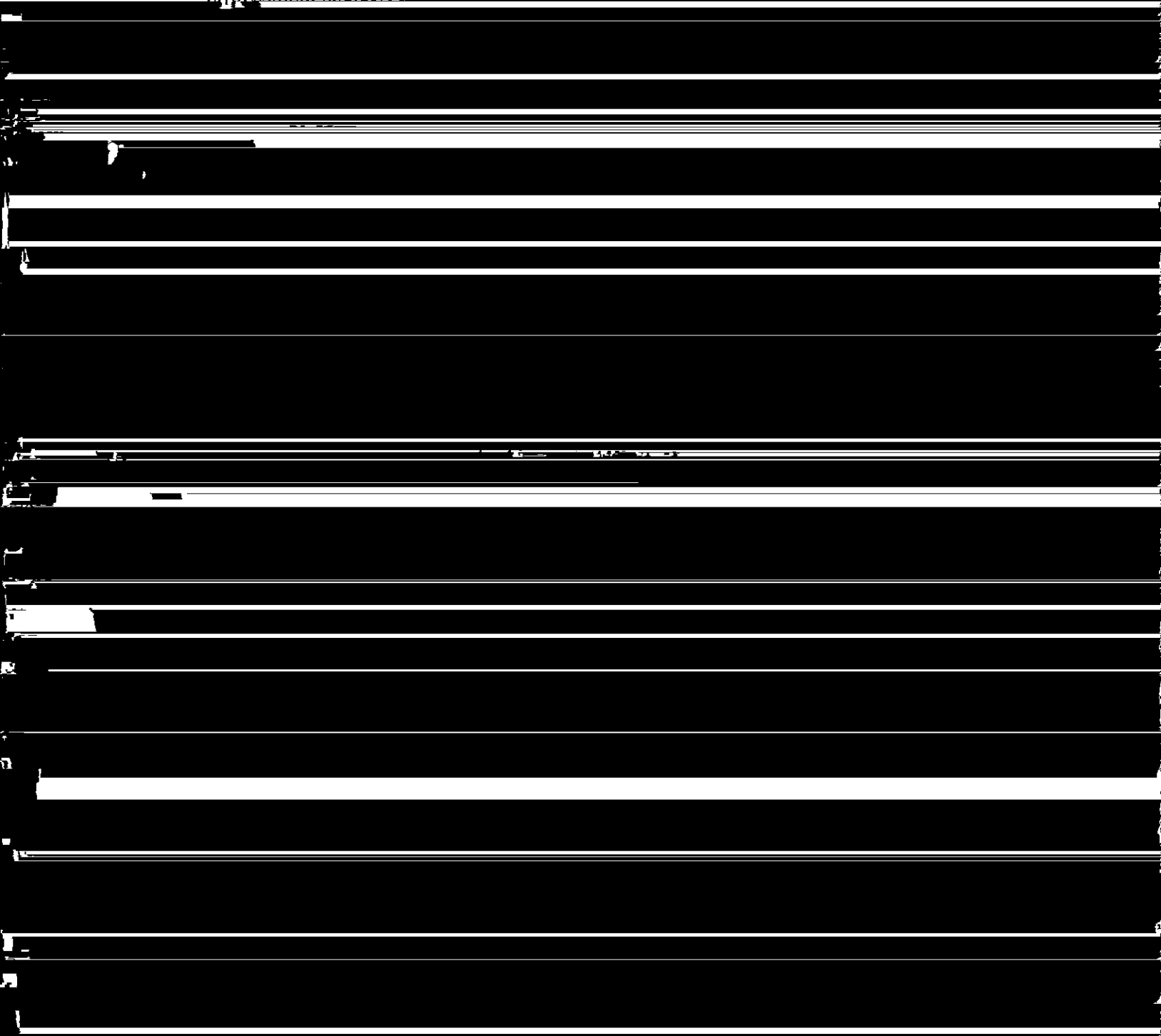
~~This course does not require changes in the content of existing courses. Course will be~~

Florida International University HFT 3754 Expositions and Events Management

James Madison University HM 413 Special Events and Meeting Management

University of Nevada Las Vegas TCA 488 Special Events Management

A7. Is the content, or are the skills, of the proposed course recommended or required by a professional society, accrediting authority, law or other external agency? If so, please



B4. Will seats in this course be made available to students in the School of Continuing Education?

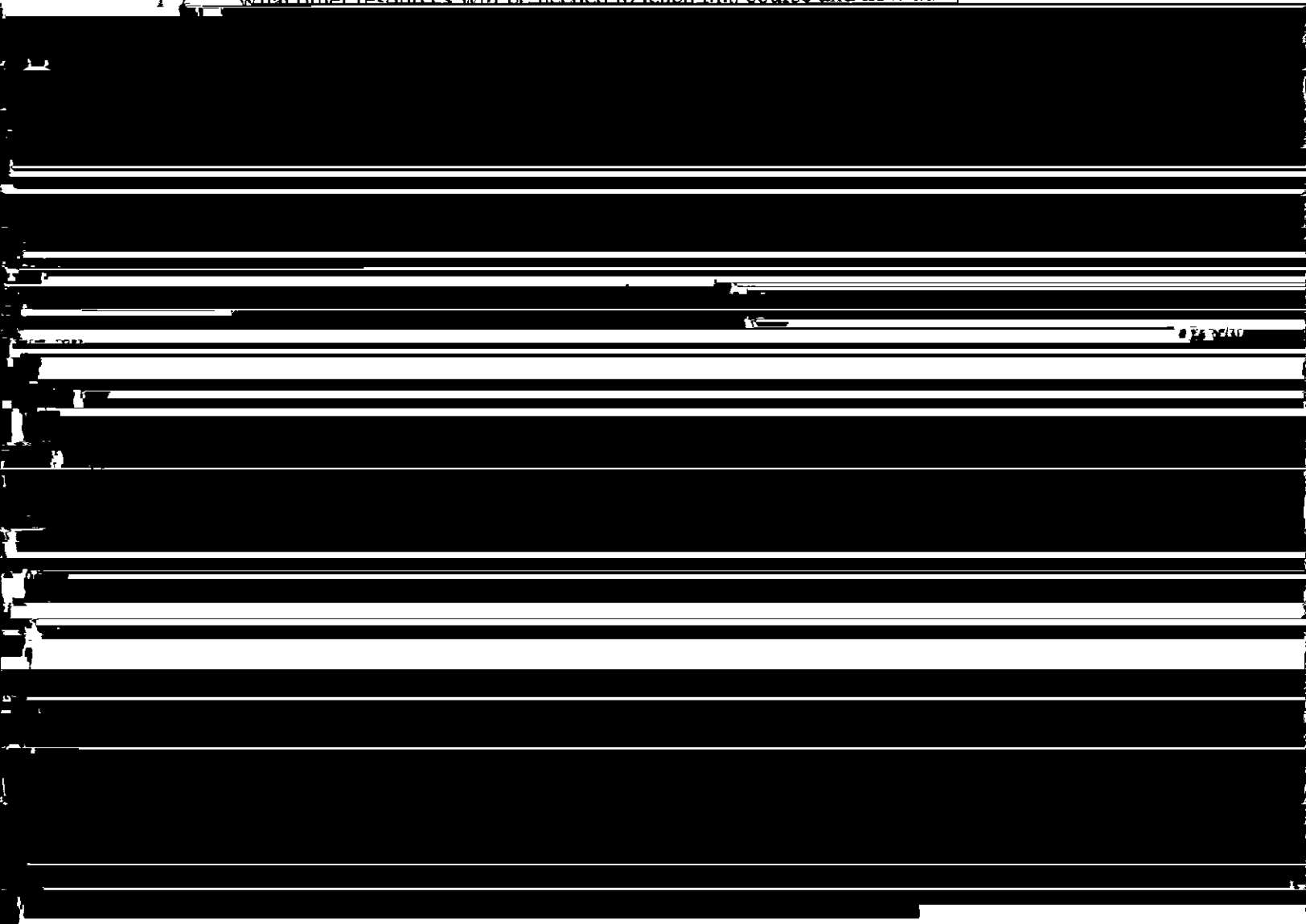
Yes.

Section C: Implementation

C1. Are faculty resources adequate? If you are not requesting or have not been authorized to hire additional faculty, demonstrate how this course will fit into the schedule(s) of current faculty. What will be taught less frequently or in fewer sections to make this possible? Please specify how preparation and equated workload will be assigned for this course.

Faculty resources are adequate with the addition of an approved faculty position as of Fall 2014. This course will be assigned to faculty as part of their normal instructional workload.

C2. What other resources will be needed to teach this course and how adequate are the



C5. How many sections of this course do you anticipate offering in any single semester?

The offering of two sections per single semester is anticipated.

C6. How many students do you plan to accommodate in a section of this course? What is the

