Spring 2021

Instructor: Heather Spangler

The University of Iowa

School of Journalism & Mass Communication

Event Management Certificate

Delivery Method: Synchronous via Zoom

Time: 2 to 3:15 p.m. Tuesdays & Thursdays

Office Drop-In Hours: 3:30 to 4:30 Tuesdays and Thursdays or by appointment. Meetings will be conducted via Zoom

Contact:

heather-spangler@uiowa.edu
*Email is the best way to reach me.

Follow @uieventmgmt on Instagram!

**Course Overview:**

Event management is a growing, changing industry that allows professionals to employ their communication, marketing, social media, project management skills and more. In this course we will explore the events field through speakers, readings, research, and application assignments.

**Prerequisite and requirements:**

Students must be willing and able to put in time outside of class to attend an event.

**Text:**

There is no required text. Supplementary readings and resources are posted to ICON.

**Course Work:**

Full assignment details are available on ICON and each assignment will be discussed in more detail in a timely manner, but here is the gist:

**Reading Quizzes (3):**

Each quiz is worth 5 points and consists of five multiple choice questions. Students will have 5 minutes to complete each quiz via ICON ("Quizzes" page). Due dates are listed in the course calendar.

**Online Discussions (2):**

Students will participate in online discussion activities. Discussions will be based on questions from the instructor relevant to the assignments, lectures, and readings. Students will answer instructor questions and then discuss the questions with classmates. Each discussion will require an initial post plus two replies by the due date. You are encouraged to make your initial post early to allow for real discussion.
Application Assignments (14):  
Students are required to complete and submit 14 application assignments. These are intended to help build toward a thorough, polished final project and require students to practice and apply the skills introduced each week. Each assignment is worth between 10 and 100 points (for the final project) and should be submitted electronically via the ICON “Assignments” page.

Presence, Participation & Professionalism (2):  
At two points during the semester, students will be able to reflect on these three elements of their performance in our class. Each check is worth 15 points.

Assignments are due by the start of class on the date they’re listed as due.

Grading:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>101+</td>
</tr>
<tr>
<td>A</td>
<td>94-100</td>
</tr>
<tr>
<td>A-</td>
<td>90-93</td>
</tr>
<tr>
<td>B+</td>
<td>88-89</td>
</tr>
<tr>
<td>B</td>
<td>84-87</td>
</tr>
<tr>
<td>B-</td>
<td>80-83</td>
</tr>
<tr>
<td>C+</td>
<td>78-79</td>
</tr>
<tr>
<td>C</td>
<td>74-77</td>
</tr>
<tr>
<td>C-</td>
<td>70-73</td>
</tr>
<tr>
<td>D+</td>
<td>68-69</td>
</tr>
<tr>
<td>D</td>
<td>64-67</td>
</tr>
<tr>
<td>D-</td>
<td>60-63</td>
</tr>
</tbody>
</table>

Course Objectives:

Students in this course will gain a broad understanding of the event-panning field, especially through the lenses of law & ethics, writing & storytelling, and multiculturalism.

Law & Ethics Learning Goal

Understand and apply the principles and laws of freedom of speech and press in real space and cyberspace, and demonstrate an understanding of professional ethical principles and their historical development.

- Students will demonstrate an ability to anticipate and recognize ethical issues when they arise and to reason through them taking multiple perspectives and contexts into account.

- Students will demonstrate an ability to explain their ethical approaches and reasoning about a particular dilemma in terms that can be understood by a diverse group of people.

Writing and Storytelling Learning Goal
Understand that clear, concise, correct writing is at the heart of journalistic expression and that reporting and communicating it effectively requires a knowledge and achievement of the highest, professionally-accepted standards in all work.

- Students will demonstrate the ability to gather factual story elements, and to evaluate and express them in logical, narrative forms for multiple media and audiences.

- Students will display the ability to access and analyze data, report facts accurately, research and edit information responsibly and in a manner commensurate with professional standards.

- Students will demonstrate the ability to apply above concepts in a manner that is sensitive to audiences across all media.

**Multiculturalism Learning Goal**

To demonstrate an understanding of the diversity of groups (including communities defined by gender, race, ethnicity, age, religion and sexual orientation) in a global society in relationship to communications.

- Students will demonstrate an ability to produce media that serve the needs and interests of diverse communities and reflect their voices and experiences.

- Students will demonstrate sensitivity to and understanding of the cultures, histories, perspectives, and socio-economic and political situations of diverse groups.

- Students will demonstrate an ability to work with members of diverse groups to engage publicly over issues of community interest.

**Course Policies:**

**Attendance:**

I aim to make each meeting essential and meaningful, so please plan to attend every session or risk missing out on something important. You cannot be successful in this class (or in the event planning industry) if you are not consistently present and prepared. Out of respect for your classmates and our schedule, please also arrive on time and stay for the entire class period. Failing to do so will impact your grade.

Students who must miss class are accountable for all material presented and assignments given during their absence. It is your responsibility to refer to course materials and communicate with
your classmates to see what you need to know for the next session and to turn in any work that was due during the missed class period prior to the next meeting.

**Zoom Etiquette:**

Our coursework is collaborative and interactive. To give this work your best effort, I ask you to please turn on your cameras whenever possible and to make your best effort to attend class in a location that allows you to focus and participate without worrying about distractions for yourself or others. When in our large group sessions, please mute your microphone to reduce the risk of accidental interruptions.

**Late Work & Early Work**

As budding event professionals, it’s essential that you meet deadlines with no exceptions. I will accept late work only in extreme circumstances. It is important that you communicate with me as soon as possible if you feel you will miss turning in an assignment and provide adequate documentation to prove your given excuse. Unexcused late work will be docked 10% per day and will not be accepted more than 5 days late.

On the other hand, early work is accepted and celebrated in this course. Event planners must have an excellent sense of what needs to be done when to maximize productivity and success. I’m giving you all of the course assignment details now. If you wish to begin working on your assignments and turn them in before the deadlines, be my guest. Please check in with me and let me know of your plans in case there’s anything you need to know before you dig in.

**Workload & In-class work time**

The UI College of Liberal Arts guidelines state that each semester hour of class time should entail around two hours per week of outside homework and class preparation for the average student. For example, in our 3 semester hour course, students should expect (on average) 6 additional hours of outside work per week or a total of around 9 hours per course per week if classroom time is included.

**Collaboration**

Misrepresenting your efforts and allowing others to do the work while you take credit is considered academic fraud and could be reported to CLAS. It is your responsibility to be in touch if you have any questions or concerns about collaboration.

**Professionalism**

Professionalism is key in event planning. Students are expected to behave in a professional manner in the classroom and when representing the class in any way. This includes using proper email etiquette, arriving on time, being respectful and attentive, and more. Examples of unprofessional behavior include misusing in-class work time, disrespectful communication with
me or your classmates, arriving late or leaving class early without good cause, talking or using your electronics during class, etc.

The College of Liberal Arts and Sciences Policies:

Absences and Attendance
Students are responsible for attending class and for contributing to the learning environment of a course. Students are also responsible for knowing course absence policies, which vary by instructor. All absence policies, however, must uphold the UI policy related to student illness, mandatory religious obligations, including Holy Day obligations, unavoidable circumstances, and University authorized activities (https://clas.uiowa.edu/students/handbook/attendance-absences). Students may use the CLAS absence form to aid communication with the instructor who will decide if the absence is excused or unexcused; the form is located on ICON within the top banner under "Student Tools."

Academic Integrity
All undergraduates enrolled in courses offered by CLAS have in essence agreed to the College's Code of Academic Honesty. Academic misconduct affects a student's related grade and is reported to the College which applies an additional sanction including suspension. Outcomes about misconduct are communicated through UI email (https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code).

Accommodations for Disabilities
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as a mental health, attention, learning, vision, and a physical or health-related condition) by registering with Student Disability Services (SDS). The student is then responsible for discussing specific accommodations with the instructor. More information is at https://sds.studentlife.uiowa.edu/.

Administrative Home of the Course
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and related policies. Other UI colleges may have different policies for courses offered by that college. CLAS policies may be found here: https://clas.uiowa.edu/students/handbook.
Classroom Expectations
Students are expected to comply with University policies regarding appropriate classroom behavior as outlined in the Code of Student Life (https://dos.uiowa.edu/policies/code-of-student-life/). This includes related UI policies and procedures that all students have agreed to regarding the COVID-19 pandemic. Particularly, each student must wear a face mask when in a UI building, including a classroom. The density of seats in classrooms has been reduced, and in some instances, this will allow 6 feet or more of distance while other cases, it may be less. Regardless, wearing a face mask and maintaining as much distance as is possible are vital to slowing the spread of COVID-19. In the event that a student disrupts the classroom environment through the failure to comply with a reasonable directive of an instructor or of the University, the instructor has the authority to ask that the student leave the space immediately for the remainder of the class period. Additionally, the instructor is asked to report the incident to the UI Office of Student Accountability, with the possibility of additional follow-up with the student. Students who need temporary alternative learning arrangements (TALA) for a future semester related to COVID-19 should visit this website for more information: https://coronavirus.uiowa.edu/temporary-alternative-learning-arrangements-tala.

Class Recordings: Privacy and Sharing
Some sessions of a course could be recorded or live-streamed. Such a recording or streaming will only be available to students registered for the course. These recordings are the intellectual property of the faculty, and they may not be shared or reproduced without the explicit written consent of the faculty member. Students may not share these sessions with those who are not enrolled in the course; likewise, students may not upload recordings to any other online environment. Doing so is a breach of the Code of Student Conduct and in some cases is a violation of the Federal Education Rights and Privacy Act (FERPA).

Communication and the Required Use of UI Email
Students are responsible for official correspondences sent to the UI email address (uiowa.edu) and must use this address for all communication within or with UI (Operations Manual, III.15.2).

Complaints
Students with a complaint about an academic issue should first visit with the instructor or course supervisor and then with the Chair of the department or program offering the course; students may next bring the issue to the College of Liberal Arts and Sciences. See this page for more information: https://clas.uiowa.edu/students/handbook/student-rights-responsibilities.
Final Examination Policies
The final exam schedule is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this information. No exams of any kind are allowed the week before finals with a few exceptions made for particular types of courses such as labs or off-cycle courses: https://registrar.uiowa.edu/final-examination-scheduling-policies.

Nondiscrimination in the Classroom
The University of Iowa is committed to making the classroom a respectful and inclusive space for people of all gender, sexual, racial, religious, and other identities. Toward this goal, students are invited in MyUI to optionally share the names and pronouns they would like their instructors and advisors to use to address them. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity (https://diversity.uiowa.edu/eod; +1 319 335-0705 or diversity.uiowa.edu)

Sexual Harassment
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, please see https://osmrc.uiowa.edu/.

Schedule:

Week 1:
Tuesday, Jan. 26: Course and classmate intro.
Thursday, Jan. 28: Project introductions.
DUE: Discussion #1 (Introduce Yourself—initial post + 2 replies)

Week 2:
Tuesday, Feb. 2: Discussion: Careers in Event Management.
Readings: “I’m an event manager” and BL&S Occupational Outlook Handbook

Thursday, Feb. 4: DUE: Event Management Careers quiz
Virtual field trip: IMU Catering (no speaker prep required)

Week 3:
Thursday, Feb. 11: BizBash presentations. DUE: Event Plan Client Selected

Week 4:
Tuesday, Feb. 16: Discussion: Event steps + getting started
Optional reading: SMART Goals
Thursday, Feb. 18: DUE: Conceptualization and Goal Setting. Discussion: Budgeting.
Reading: Sponsorship Guide.

Week 5:
Thursday, Feb. 25: NO SYNCHRONOUS CLASS. Instead, complete the Excel LinkedIn Learning activity. DUE: Speaker prep. Optional: one-on-one project conferences. Email me to schedule.

Week 6:
Tuesday, March 2: NO CLASS (University Holiday)
Thursday, March 4: DUE: Excel discussion (1 post & 2 replies)
Guest speaker: Andre Perry, The Englert, Mission Creek Festival

Week 7:
Week 8: “SPRING BREAK” Week!

Tuesday, March 16: DUE: PPP Midterm self evaluations.

Please stay tuned for updates about how we’ll spend our “spring break staycation” as a certificate!

Thursday, March 18: Please stay tuned for updates about how we’ll spend our “spring break staycation” as a certificate!

Week 9:

Tuesday, March 23: DUE: Venue selection. Discussion: Marketing

To watch: Jillian Miller video on ICON

Reading: Ultimate Event Planner’s Design Handbook.


Discussion: Canva and design.

Week 10:

Tuesday, March 30: DUE: Marketing assets. Discussion: Pinterest.

Thursday, April 1: DUE: Pinterest board. DUE: Speaker prep.

Discussion: Sustainability

Reading: Zero Waste Event Guide

Week 11:

Tuesday, April 6: DUE: Reading quiz. Guest speaker: Meghan Tierney, Sustainable Operations Specialist with Kilowatt Events

Thursday, April 8: DUE: Sustainability plan. Discussion: Event Technology

Week 12:

Tuesday, April 13: Discussion: Crisis management
Thursday, April 15:  DUE: Crisis Management Plan. Discussion: SWOT Analyses + post-event steps

Week 13:
Tuesday, April 20: DUE: Event Attendance & SWOT. Presentations.
Thursday, April 22: Presentations continued. Discussion: Volunteer management. DUE: Speaker prep.

Week 14:
Tuesday, April 27: Guest speaker (TBD based on student interest)
Thursday, April 29: End of course gameshow & final project small group work.

Week 15:
Tuesday, May 4:  DUE: Final projects. Final project presentations
Thursday, May 6: Final project presentations. DUE: Final PPP Self Evaluations.

FINALS WEEK. We will not meet. Your final event projects take the place of a final exam.

{{PS: It’s important to be flexible! Please note that this is a tentative schedule. Unplanned opportunities and challenges may require changes.}}