Course Instructor
Instructor: Heather Spangler  
Campus Address: E346 AJB  
Phone: (319) 335-3389  
Email: heather-spangler@uiowa.edu  
Office Hours: By appointment or via email

Class Meeting Times
This course is organized within a structure of scheduled course work. Students will progress through the course as a cohort and will complete and/or submit course work online. There are no required scheduled (online) class meetings.

Course Site
To access the course site, log into Iowa Courses Online (ICON) using your Hawk ID and password.

Academic Course Home
College of Liberal Arts and Sciences  
DEO: David Ryfe  
Phone: (319) 335-3486  
Email: david-ryfe@uiowa.edu

Prerequisites
None

Course Description and Goal
Event planning 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 event-planning field through speakers, research, and hands-on experience.

This is one of two core courses required for the Event Planning Certificate.

Media/System Requirements
Technical requirements for completing University of Iowa Distance and Online Education classes include:

- Student-provided personal computer.
- Computer with reliable Internet access. A wired Ethernet connection to the internet is very strongly suggested. Wireless and cellphone data connections may experience connection problems. Android and iOS operating systems are not fully supported at this time. See specific requirements on the Distance and Online Education Technical Requirements/Download page.
- While tablets, smartphones and other mobile devices may allow for some completion of coursework, they are not guaranteed to work in all areas. Please ensure you have a Windows or Mac based computer available to complete coursework in the event your selected mobile device does not meet the needs of the course.

Students who need assistive technologies will have different computer and technology requirements. Please check with your Student Disability Services to determine the requirements for the specific technologies needed to support your online classes.

For questions, with virtual classrooms (i.e. Zoom) or UICapture (Panopto), please contact DOE Technical Support (319 335-3925).
Required Textbook/Media
There is no required text. Supplementary readings and resources will be posted to ICON.

Grading Criteria
Final course grades will be assessed based on the student’s performance in the following items:

<table>
<thead>
<tr>
<th>Graded Item</th>
<th>Points</th>
<th>% of final grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 Online quizzes</td>
<td>55</td>
<td>12%</td>
</tr>
<tr>
<td>15 Application Assignments</td>
<td>245</td>
<td>52%</td>
</tr>
<tr>
<td>Participation in 7 Discussion Forums</td>
<td>70</td>
<td>15%</td>
</tr>
<tr>
<td>Final Project</td>
<td>100</td>
<td>21%</td>
</tr>
<tr>
<td><strong>Total Points:</strong></td>
<td><strong>470</strong></td>
<td><strong>100%</strong></td>
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Final course grades will be assigned as follows:

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

Course Structure
This course is being offered over the World Wide Web as a Distance and Online Education offering. Students will login to the course site on ICON to access the course materials. For details of the course assignments and activities, see the “Course Work” section of this syllabus.

Students are expected to visit the course site regularly to:

- Access assigned course materials (posted on the “Modules” page) such as presentations and articles.
- Review the course homepage regularly for any updates related to the course “Announcements” and/or “Calendar.”
- Submit assignments to the course instructor via the ICON “Assignments.”
- Participate in the “Discussion” forums.

Course Work

**Quizzes (11):**
There will be eleven online quizzes covering material from the lectures and, readings, and assignments. 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 (7):**
Students will participate in seven 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. See the “Course Calendar” for posting deadlines. Participation in
each online discussion is worth up to 10 points toward the final grade. Please note that an initial post is due before two responses for most discussions.

**Application Assignments (15):**
Students are required to complete and submit 15 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 50 points and should be submitted electronically via the ICON “Assignments” page.

**Course Policies**

As a registered student in a Distance and Online Education course through The University of Iowa, you are responsible for the course policies posted below.

**Communications:** Students can expect to receive weekly communications from the instructor (via course “Announcements”). You can expect to receive responses to your email inquiries within 48 hours.

**Due Dates and Missed Deadlines:** As budding event planners, 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.

**Netiquette:** The term “netiquette” refers to the do’s and don’ts of online communication. As it applies to this online course, it is my expectation that students will communicate effectively and respectfully with each other, the instructor, and our guest speakers (if applicable). [Follow this link to learn more about The Core Rules of Netiquette](https://clas.uiowa.edu/).

**College Policies**

As a registered student in a Distance and Online Education course through The University of Iowa, you are responsible for the college policies posted below.

**Academic Misconduct:** All forms of plagiarism and any other activities that result in a student presenting work that is not his or her own are academic fraud. All academic fraud is reported to the departmental DEO and then to the Associate Dean for the Office of Academic Programs and Student Development. All incidents of academic misconduct (plagiarism and cheating) will be subject to the rules and regulations of the College of Liberal Arts and Sciences as defined and stated in section IX of the Academic Policies Handbook ([http://clas.uiowa.edu/students/handbook](http://clas.uiowa.edu/students/handbook)).

**Making a Complaint**
Students with a complaint should first visit with the instructor or course supervisor and then with the departmental executive officer (DEO), also known as the Chair. Students may then bring the concern to CLAS ([https://clas.uiowa.edu/students/handbook/student-rights-responsibilities](https://clas.uiowa.edu/students/handbook/student-rights-responsibilities)).
Administrative Home
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 other policies. These policies vary by college (https://clas.uiowa.edu/students/handbook).

University Policies

As a registered student in a Distance and Online Education course through The University of Iowa, the following University policies apply to you.

Special Modifications: Subsequent to course enrollment, students needing accommodations should register with Student Disability Services, 3100 Burge Hall, (319) 335.1462, and obtain a Student Academic Accommodation Request (SAAR) form. The form will specify what course accommodations are judged reasonable for that student. The Division of Continuing Education is committed to both Section 504 of the Rehabilitation Act of 1973 and Section 508 of the Workforce Investment Act of 1998.

Understanding Sexual Harassment: Sexual harassment is reprehensible and will not be tolerated by the University. It subverts the mission of the University and threatens the well-being of students, faculty, and staff. Visit this site for the Office of the Sexual Misconduct Response Coordinator for definitions, assistance, and the full University policy.

Course Calendar follows.
Course Calendar

This online course is organized within a structure of scheduled course work (see weekly calendar below). Although you are not required to meet in a classroom, we will progress through the course materials as a class. For this reason, you must manage your time effectively in order to complete the assigned course work according to the firm due dates listed in the calendar below.

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Module 1: Introductions (August 26-31)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Learning Objectives:</strong></td>
<td><strong>This Week:</strong></td>
</tr>
<tr>
<td>□ Define course objectives and expectations</td>
<td>▪ Review the information posted under the “Getting Started” module (ICON &gt; Modules page)</td>
</tr>
<tr>
<td>□ Recognize the diverse opportunities within the event planning field</td>
<td>▪ <strong>Introduce Yourself</strong> to your professor and your peers. Post your introduction to the “Introduce Yourself” student discussion forum (ICON).</td>
</tr>
<tr>
<td></td>
<td>▪ Take Quiz #1 (see “Quizzes” page).</td>
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<tr>
<td><strong>Due Dates:</strong></td>
<td></td>
</tr>
<tr>
<td>□ Online Discussion 1: Initial posting due Wednesday; replies due Sunday</td>
<td></td>
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<tr>
<td>□ Quiz 1: Due by 08/31</td>
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<thead>
<tr>
<th>Week 2</th>
<th>Module 2: Event Planning Field Introduction (September 1-7)</th>
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</thead>
<tbody>
<tr>
<td><strong>Learning Objectives:</strong></td>
<td><strong>This Week:</strong></td>
</tr>
<tr>
<td>□ Recognize the diverse opportunities under the event planning umbrella.</td>
<td>▪ <strong>Watch</strong> Lecture #1</td>
</tr>
<tr>
<td>□ Examine which areas of the field most appeal to you.</td>
<td>▪ <strong>Read</strong> “I’m an event manager and this is what my job’s really like” and US Bureau of Labor &amp; Statistics Occupational Outlook Handbook</td>
</tr>
<tr>
<td></td>
<td>▪ <strong>Engage:</strong> Online Discussion 2</td>
</tr>
<tr>
<td></td>
<td>▪ Take Quiz #2 (see “Quizzes” page).</td>
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<tr>
<td><strong>Due Dates:</strong></td>
<td></td>
</tr>
<tr>
<td>□ Quiz 2: Due by 9/7</td>
<td></td>
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<tr>
<td>□ Online Discussion 2: Initial posting due Wednesday; replies due Sunday</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 3</th>
<th>Module 3: Meet the Professionals (September 8-14)</th>
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</thead>
<tbody>
<tr>
<td><strong>Learning Objectives:</strong></td>
<td><strong>This Week:</strong></td>
</tr>
<tr>
<td>□ Engage with professional event planners to gain a deeper understanding of their work.</td>
<td>▪ <strong>Watch</strong> Event professional digital visits.</td>
</tr>
<tr>
<td></td>
<td>▪ <strong>Submit Event Plan Client description via the ICON Assignments</strong></td>
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<tr>
<td></td>
<td>▪ <strong>Explore</strong> BizBash.com and select an article to share to the ICON discussion board.</td>
</tr>
<tr>
<td></td>
<td>▪ Take Quiz #3 (see “Quizzes” page).</td>
</tr>
<tr>
<td><strong>Due Dates:</strong></td>
<td></td>
</tr>
<tr>
<td>□ Event plan client selected: Due by 9/14</td>
<td></td>
</tr>
<tr>
<td>□ Online Discussion 3: Initial posting due Wednesday; replies due Sunday</td>
<td></td>
</tr>
<tr>
<td>□ Quiz 3: Due by 9/14</td>
<td></td>
</tr>
</tbody>
</table>

| Week 4 | Module 4: Conceptualizing & Goal Setting (September 15-21) |
**Learning Objectives:**
- Discuss best practices for event conceptualization and goal setting.
- Compose your own event concept and goals.

**Due Dates:**
- Conceptualization & goal setting assignment: Due by 9/21
- Online Discussion 4: Initial posting due Wednesday; replies due Sunday

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**Week 5 | Module 5: Budgeting and Fundraising** (September 22-28)

**Learning Objectives:**
- Analyze your event plan package and identify areas for improvement
- Learn and practice the event budgeting process.

**Due Dates:**
- Quiz 4: Due by 9/28
- Budget template: Due by 9/28
- Conference: Due by 9/28

**This Week:**
- Watch Lecture #2 (posted on the course site under “Modules” > “Module 4”)
- Read “SMART goals”
- Engage with cohort in ICON Discussion 4.
- Submit Conceptualization and goal setting assignment

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**Week 6 | Module 6: Date Selection and Timelines** (September 29-October 5)

**Learning Objectives:**
- Understand the process of selecting event dates
- Engage with Trello for creating an event timeline

**Due Dates:**
- Quiz 5: Due by 10/5
- Trello Board & Timeline list: Due by 10/5

**This Week:**
- Watch Lecture #4 (posted on the course site under “Modules” > “Module 6”)
- Watch “Trello Tutorial”
- Create Trello board with timeline list for your event plan

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**Week 7 | Module 7: Venues** (October 6-12)

**Learning Objectives:**
- Discuss venue selection
- Compare and select appropriate venue options for your event plan

**Due Dates:**
### Week 8 | Module 8: Vendors and Networking (October 13-19)

**Learning Objectives:**
- Examine vendor categories and determine best fits for your event plan.
- Practice professionalism and networking

**Due Dates:**
- **Quiz 7:** Due by 10/19
- **LinkedIn profile link:** Due by 10/19
- **Online Discussion 5:** Initial posting due Wednesday; replies due Sunday

**This Week:**
- Watch Lecture #6
- Read “LinkedIn,” “Personal Branding,” “Networking,” and “Elevator Pitch”
- Polish or create a LinkedIn profile.
- Develop an elevator pitch and share to the online discussion board.

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### Week 9 | Module 9: Marketing (October 20-26)

**Learning Objectives:**
- Examine event marketing best practices
- Explore graphic design tools
- Develop a marketing strategy for your event
- Create marketing assets

**Due Dates:**
- **Marketing Strategy:** Due by 10/26
- **Marketing assets:** Due by 10/26

**This Week:**
- Watch Lecture #7
- Read “Event Marketing”
- Watch “Canva tutorial”
- Develop a marketing strategy for your event
- Create 3 marketing assets

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### Week 10 | Module 10: Design (October 27-November 2)

**Learning Objectives:**
- Analyze event design strategies
- Create an event design plan

**Due Dates:**
- **Quiz 8:** Due by 11/2
- **Event Design Pinterest Board:** Due by 11/2

**This Week:**
- Watch Lecture #8
- Read “Event Design”
- Take Quiz #8 (see “Quizzes” page)
- Create and share a design Pinterest board for your event.

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### Week 11 | Module 11: Sustainability (November 3-9)

**Learning Objectives:**

**This Week:**

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- Recognize the environmental impact of live events
- Identify strategies for reducing event waste
- Apply concepts to your event plan

### Due Dates:
- **Quiz 9:** Due by 11/9
- **Sustainability plan:** Due by 11/9

### Week 12 | Module 12: Crises (November 10-16)

#### Learning Objectives:
- Examine event crises and response strategies
- Predict crises in your event plan and design a response plan

#### This Week:
- **Watch Lecture #9**
- **Read “Zero waste”**
- **Take ICON Quiz #9** (see “Quizzes” page).
- **Create sustainability plan for your event.**

#### Due Dates:
- **Quiz 9:** Due by 11/9
- **Sustainability plan:** Due by 11/9

### Week 13 | Module 13: Analysis (November 17-23)

#### Learning Objectives:
- Review SWOT analysis techniques for evaluating event success

#### This Week:
- **Watch Lecture #10**
- **Read “Event Crises”**
- **Take ICON Quiz #10** (see “Quizzes” page).
- **Create Crisis Management spreadsheet**

#### Due Dates:
- **Quiz 10:** Due by 11/16
- **Crisis Management spreadsheet:** Due by 11/16

### WEEK 13 | Module 13: Analysis (November 17-23)

**THANKSGIVING WEEK. Please be safe and enjoy!**

### Week 14 | Module 14: Volunteer Management (December 1-7)

#### Learning Objectives:
- Relate your volunteering experience to best practices

#### This Week:
- **Watch Lecture #12**
- **Read “Event Volunteers”**
- **Submit your Event Volunteering Experience**
- **Share volunteering lessons learned in the Online Discussion Forum.**

#### Due Dates:
- **Due: Event Volunteering Experience:** Due by 12/7
- **Online Discussion 6:** Initial posting due Wednesday; replies due Sunday

### Week 15 | Module 15: Working on Final Project (December 8-14)
<table>
<thead>
<tr>
<th>Learning Objectives:</th>
<th>This Week:</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Prepare for success on final project</td>
<td>▪ Share questions about final project in Online Discussion Forum.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Due Dates:</th>
<th>This Week:</th>
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<tbody>
<tr>
<td>□ Online Discussion 7: Initial posting due Wednesday; replies due Sunday</td>
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<table>
<thead>
<tr>
<th>Week 16</th>
<th>Final Projects Due (December 15-20)</th>
<th>Due Dates:</th>
<th>This Week:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>□ Final Project: Due by 12/20</td>
<td>▪ Submit Final Event Plan</td>
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</tbody>
</table>