Foundations of Event Management

Course Instructor
Instructor: Heather Spangler
Campus Address: E346 AJB
Phone: (319) 335-3389
Email: heather-spangler@uiowa.edu
Walk-in Hours: 2:30 to 4:30 Tuesdays, 3 to 5 Thursdays, and by appointment

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.

Prerequisites
None

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

This is one of two core courses required for the Event Management 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).
Need help with ICON or your HawkID? Please contact the [ITS Helpdesk](https://www.its.vt.edu) (319 384-HELP).

**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>
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<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>Points</th>
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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>
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**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](https://www.its.vt.edu) 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 will complete and submit 15 application assignments. These are intended to help build toward a thorough, polished final project and allow 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 and assignment submission comments). You can expect to receive responses to your email inquiries within 48 hours.

**Due Dates and Missed Deadlines:** 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 managers 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://www.netiquette.com/).

**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

This online course is organized within a structure of scheduled course work (see weekly calendar below). We will progress through the course materials as a class. You must manage your time effectively to complete the assigned course work according to due dates.

Initial posts for all discussion boards are due by 11:59 p.m. the Wednesday of each week and replies to at least two classmates are due by 11:59 p.m. each Sunday. All other assignments are due by 11:59 p.m. Sunday each week unless otherwise noted.

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Module 1: Introductions (January 21-26)</th>
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<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>▪ Introduce Yourself to your professor and your peers. Post your introduction to the “Introduce Yourself” student discussion forum (ICON)</td>
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<td></td>
<td>▪ Take Quiz #1 (see “Quizzes” page)</td>
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<thead>
<tr>
<th>Week 2</th>
<th>Module 2: Event Planning Field Introduction (January 27-February 2)</th>
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<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>▪ Watch Lecture #1</td>
</tr>
<tr>
<td>□ Examine which areas of the field most appeal to you</td>
<td>▪ Read “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>
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<td></td>
<td>▪ Engage: Online Discussion 2</td>
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<td></td>
<td>▪ Take Quiz #2 (see “Quizzes” page)</td>
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<thead>
<tr>
<th>Week 3</th>
<th>Module 3: Meet the Professionals (February 3-9)</th>
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<tbody>
<tr>
<td>Learning Objectives:</td>
<td>This Week:</td>
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</tbody>
</table>
| Engage with professional event planners to gain a deeper understanding of their work | **Watch** Event professional digital visits  
**Submit Event Plan Client description via the ICON Assignments**  
**Explore BizBash.com and select an article to share to the ICON discussion board.**  
**Take Quiz #3** (see “Quizzes” page) |

**Week 4 | Module 4: Conceptualizing & Goal Setting** (February 10-16)

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<thead>
<tr>
<th>Learning Objectives:</th>
<th>This Week:</th>
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</table>
| Discuss best practices for event conceptualization and goal setting  
Compose your own event concept and goals | **Watch** Lecture #2 (posted on the course site under “Modules” > “Module 4”)  
**Read** “SMART goals”  
**Engage** with cohort in ICON Discussion 4  
**Connect via video conference with instructor**  
**Submit** Conceptualization and goal setting assignment |

**Week 5 | Module 5: Excel for Event Professionals** (February 17-23)

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<thead>
<tr>
<th>Learning Objectives:</th>
<th>This Week:</th>
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</thead>
</table>
| Practice Excel for Event Professionals  
Identify your individual need for Excel training | **Watch** Lecture #6  
**Watch** “Event Planning Budgeting”  
**Read** “15 Tricks”  
**Take Quiz** |

**Week 6 | Module 6: Budgeting and Fundraising** (February 24-March 1)

<table>
<thead>
<tr>
<th>Learning Objectives:</th>
<th>This Week:</th>
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</table>
| Learn and practice the event budgeting process | **Watch** Lecture #3 (posted on the course site under “Modules” > “Module 5”)  
**Read** “Event Sponsorship Guide”  
**Create** Budget Template using Microsoft Excel |

**Week 7 | Module 7: Date Selection and Timelines** (March 2-8)

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<thead>
<tr>
<th>Learning Objectives:</th>
<th>This Week:</th>
</tr>
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</table>
| Understand the process of selecting event dates  
Engage with Trello for creating an event timeline | **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 |

**Week 8 | Module 8: Venues** (March 9-15)

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<thead>
<tr>
<th>Learning Objectives:</th>
<th>This Week:</th>
</tr>
</thead>
</table>
| Discuss venue selection  
Compare and select appropriate venue options for your event plan | **Watch** Lecture #5 (posted on the course site under “Modules” > “Module 7”)  
**Read** “Sample Venue Contracts”  
**Submit** Venue Selection |

**March 16-22 | SPRING BREAK. Be safe and enjoy your week!**
### Week 9 | Module 9: Marketing (March 23-29)

**Learning Objectives:**
- Examine event marketing best practices
- Explore graphic design tools

**This Week:**
- Watch Lecture #7
- Read “Event Marketing”
- Watch “Canva tutorial”
- Submit marketing strategy and timeline for your event

### Week 10 | Module 10: Design (March 30- April 5)

**Learning Objectives:**
- Analyze event design strategies
- Understand the relationship between event design and event marketing

**This Week:**
- Watch Lecture #8
- Read “Event Design”
- Take Quiz #8 (see “Quizzes” page)
- Create 3 marketing design assets
- Create and share a design Pinterest board for your event

### Week 11 | Module 11: Sustainability (April 6-12)

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

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

### Week 12 | Module 12: Crises (April 13-19)

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

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

### Week 13 | Module 13: Analysis (April 20-26)

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

**This Week:**
- Watch Lecture #11
- Read “SWOT Analyses”
- Take ICON Quiz #11 (see “Quizzes” page)
### Week 14 | Module 14: Volunteer Management (April 27-May 3)

**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

### Week 15 | Module 15: Working on Final Project (May 4-10)

**Learning Objectives:**
- [ ] Prepare for success on final project

**This Week:**
- Share questions about final project in Online Discussion Forum

### Week 16 | Final Projects Due (Date TBD by UI Finals Scheduling)

**Learning Objectives:**
- [ ] Finish Final Project, due by the start of our assigned finals period, which is announced by the UI around Week 5

**This Week:**
- Submit Final Event Plan