***Course Outline***

***PRL 3402***

January 19, 2022 Review Syllabus and Course Outline

Syllabus & Course Outline Quiz (Extra Credit – 3pts)

Chapter 1 - Communication

Chapter 5 – Skills of the Event Planner

Make Groups

Responding to RFPs Case Study

Quiz #1\*

January 26, 2022 Chapter 2 – Listening

Chapter 3 – Non-Verbal Communication

Chapter 4 – Interpersonal Communication

Satisfying Various Players Case Study

Quiz #2

February 2, 2022 Chapter 6 - Creativity

Chapter 7 – Leadership

Getting Two Sides Too Work Together Case Study

Six Thinking Hats Activity

Quiz #3

February 9, 2022 Chapter 8 – Budgeting

Chapter 9 – Negotiation & Contracts

Sponsorship

Discuss Final Project

Quiz #4

**February 16, 2022**  Present Client for Final Project

Chapter 10 – Staging

Critical Path

Incentive Case Study

Quiz #5

February 23, 2022 Chapter 11 – The Event

Work on Final Project in Class

Quiz #6

**March 2, 2022 NO CLASS – SPRING BREAK**

March 9, 2022 Chapter 12 – Conflict & Crisis

Risk Management

Safety, Security & Terrorism Case Study

Quiz #7

**March 16, 2022** TED Talk Part 1 Due\*\*

Chapter 13 – Integrated Marketing Communication

Zoo Integrated Marketing Case Study

Town Centre Integrated Marketing Case Study

Quiz #8

March 23, 2022 Entertainment & Festival Event Marketing

Festival Case Study

Entertainment Case Study

Work on Final Project in Class

Quiz #9

**March 30, 2022**  TED Talk Part 2 Due\*\*

Future Trends, E-Event Marketing & Virtual Events

Virtual Event Case Study

Holograph Case Study

Quiz #10

April 6, 2022 Social Event Marketing Social Event Case Study

Groups Meet to Review/Organize Final Project

Quiz #11

**April 13, 2022**  FINAL PROJECT EVENT PRESENTATION DUE

**April 20, 2002 NO CLASS – MONDAY CLASSES MEET**

April 27, 2022 REFLECTION RESPONSE DUE

Chapter 14 – Entrepreneurship

Career Growth

Return Written Project

Discuss Course

Quiz #12

**May 4, 2022 NO CLASS – SNOW/STUDY DAY**

**May 11, 2022 FINALS WEEK**

**Grading & Assignments**

***Attendance & Participation – 10%***

***Weekly Quizzes – 20%***

**\***Each quiz must be completed and submitted by 11:59 p.m. the following Tuesday. Once you start the quiz you will have one hour to finish it. For example, the quiz posted on Wednesday, 1/19/22 must be submitted by 11:59 p.m. Tuesday, 1/25/22. You will not be able to submit it after that. If you do not submit a quiz, you will receive a zero (0) for that specific quiz. Each quiz will be based on the material we have covered that week. It will only be based on the presentations, not any of the additional reading material provided. Each quiz will be between 3 - 5 questions. All quizzes together are worth a total of 100 points, for 20% of your grade.

***TED Talk Written Response – 10%***

**Part 1 due March 16, 2022 – 5%**

Watch any one of the following **TED talks found in the link below** and create a THOUGHTFUL **WRITTEN RESPONSE** capturing the essence of the talk and what you can use to apply to your final project or future career. This response will be shared with the class on a “community” board. The response should be at least two pages long, double spaced and in a 12-pt. font size. The title and speaker of the TED Talk should be included as well as a link. You must also submit written response to the discussion board on March 16, 2022 for Part 2.

[**https://www.ted.com/talks?language=en&page=4&sort=newest&topics%5B%5D=leadership**](https://www.ted.com/talks?language=en&page=4&sort=newest&topics%5B%5D=leadership)

**Part 2 due March 30, 2022 – 5%**

**In addition, you will need to respond to one classmate’s written TED Talk response.** Your response to them should include but does not need to be limited to the following: what you found interesting about their video, what you gained from watching & /or reading it, how is it similar and/or different compared to the information you obtained from the video you watched, do you agree or disagree with what the speaker said, do you agree or disagree with what your fellow classmate wrote.  **Try and keep your responses to under 450 words.**

**\*\*The TED Talk Part 1 written response must be submitted by 10:40 a.m. on Wednesday, March 16, 2022 on Canvas. This must be submitted to both the assignment and to the discussion board. Part 2 discussion board response to a fellow classmate must be submitted by 10:40 a.m. on Wednesday, March 30, 2022 on Canvas. Points will be taken off for late responses.**

***Case Studies – 20%***

During class, one or more case studies will be presented to you that will usually correlate to the topic of the day. You are to go into your groups and discuss solutions for the various questions presented to you regarding the case study. Groups will present their solutions and/or ideas to the class. You will be graded on ideas and solutions you come up with and oral presentation. There is a total of 13 case studies/activities. Each is worth 2 points, therefore 10 case studies/activities equals 20 points (20% of your total grade). This allows for you to miss two cases in case you are absent. You will also have an option of completing the missed case study and submitting it on Canvas for credit. You will have till 11:59 p.m. the following Tuesday to submit your response. Same day and time as your quizzes. Since there are a total of 13 cases/activities, you will also be able to acquire extra credit points (up to 6 points).

***Final Project – 35%Total***

You are to create a product launch event for a for profit company. The company can be of your choosing. The product does not need to be a “real” one, it can be one that you think would be great in the company’s product line. Don’t forget though that you will need an image of the product (you can create it). You have a budget of $120,000 (includes your fee). **You may not use a person or a nonprofit as your client.**

**Client Presentation – February 16, 2022 – 5%**

On February 16, 2022, each group will present (orally & written) the for-profit company and their product that they will be creating an event for. Each group will discuss why they chose this company and what they hope to accomplish with this event. **Each group member must also attach a copy by 10:40 a.m., Wednesday, February 16, 2022 to the assignment on Canvas.**

**Oral & Written Final Project – April 13, 2022 - 30%**

The power point presentation that you will send me (the client) and present to pitch the event you have created should include, but not be limited to:

* About Us (team players, bio with photo on each, role for the event)
* Client Information (who your client is with background information, what products/services they provide and mission/vision statement)
* Event Objective (purpose of the event – what is the product and what is the company hoping to achieve through this event)
* Sponsorship (must have compatibility with your client)
* Security (physical, property, cyber)
* Staging (venue, décor, theme, travel, hospitality, seating, ambiance, music)
* The Event (invitations, food, beverage, transportation, program, speakers, guests, gifts, handouts)
* Promoting the Event (news release, radio, television, billboard, flyers, social media)
* Crisis Protocol (what general strategies do you have in place to deal with a crisis and pick one crisis that may arise and explain how you would deal with it)
* Budget (Excel or Google Sheets)
* Contract (must look like and contain vital information of a contract that you would want the client to sign)

Create your PPT in the order that the bullet points are listed. If you add additional items not mentioned above, insert them where you believe it makes the most sense for the content to be presented to the client. Make sure written and visual content of PPT is easily understood, written well, appealing and has a design element to it. It should have one cohesive look. You need to make the event come to life, for the client (me) to get on board with your vision and agree to spend the $120,000.

**A hard copy will need to be given to the client (me) the day of the presentation and each group member must also attach a copy by 10:40 a.m., Wednesday, April 13, 2022 to the assignment on Canvas.**

***Reflection Response –April 27, 2022 - 5%***

Once you have viewed all the presentations, each of you (individual) will write a reflection analysis of what you think you may have done different in relation to your own event. Did the section you worked on, fit you the best? Why or why not. Is there something you learned that would better help you in future event management? What did you learn about your event management capabilities through this process?

**This is due by 10:40 a.m., Wednesday, April 27, 2022 to the assignment on Canvas.**

Be Creative!