**St. John's University**

**College of Professional Studies**

**Division of Mass Communication**

**PRL 3402-12166 – Special Event Publicity**

Spring 2022 - Wednesday, 10:40 a.m. – 1:30 p.m.

St. John Hall – Room 305

**INSTRUCTOR**

Theodora Andreolas

andreolt@stjohns.edu

516-643-8298

No set office hours. By appointment only.

**IMPORTANT DATES**

January 25, 2022 (T): Last day to add or drop a course

February 8, 2022 (T): Last day to drop a course without a transcript notation

April 1, 2022 (F): Last day to withdraw from a course or apply for pass/fail option.

May 5 -11, 2022 (R - W): Final exam week.

**COURSE DESCRIPTION**

This course offers an introduction to the research, relationship building, planning, coordinating, budgeting, marketing, management and evaluation of special events. The course will explore the theories and practices relevant to successful event planning.

**COURSE PREREQUISITES**

PRL 2100, PRL2301, PRL3400

**LEARNING OUTCOMES**

At the end of the course students should be able to:

* describe and explain the roles and responsibilities of event planners.
* identify and describe the procedures used for developing successful events that deliver the desired outcome for their employer and/or client.
* list and describe the elements that contribute to successful events.
* have a conceptual overview of event programming, management, marketing and use of practical application.
* interpret and apply event principles to both business and not-for-profit organizations.
* understand event professionalism by covering theory, methodologies and ethics.
* enhance their leadership and organizational skills through working with others.
* expand their written and oral communication skills through in and out of class assignments and through class presentations.

**REQUIRED MATERIALS**

***None***

**GRADING POLICY**

**Course Requirements and Evaluation:**

Attendance & Class Participation: **10%**

TED Talk Writeup & Discussion Board: **10%**

Group Case Studies: **20%**

Quizzes: **20%**

Group Final Project: **35%**

**(Initial Client Presentation – 5% Final Oral presentation = 15%, Final Written Presentation = 15%)**

Final Project Reflection Response: **5%**

Above evaluations will be based on the following 100-point grade scale:

94-100 = A 90 – 93 = A- 87 – 89 = B+ 83 – 86 = B

80 – 82 = B- 77 – 79 = C+ 73 – 76 = C 70 – 72 = C-

67 – 69 = D+ 63 – 66 = D 60 – 62 = D- Less than 60 = F

**ATTENDANCE POLICY**

Students are expected to attend each class period.  Unexcused absences will be reflected in the student’s participation grade. You are allowed **two** absences which will not affect your grade (use them wisely).  Anything more than two will affect your grade and can result in failure.  I will take attendance at the beginning of each class. If you come in late you will receive NO credit for the class. This is to ensure punctuality and professionalism, as lateness is distracting to everyone involved. Students are responsible for any material missed during an excused or unexcused absence.

**ACADEMIC INTEGRITY**

All St. John’s University students are expected to abide by the Academic Honor Pledge: https://www.stjohns.edu/life-st-johns/student-conduct/academic-honor-pledge

Cases of academic misconduct will be forwarded to the Dean of The Collins College of Professional Studies for further action, which may include loss of credit (in whole or in part) for the work involved, loss of credit for the course, a written reprimand, academic probation, suspension, and/or expulsion from the University.

**INTELLECTUAL PROPERTY STATEMENT**

As course professor, I may make recorded sessions available to students to meet ADA, accreditation, or other needs. Under no circumstances should recordings/lectures be sold and/or otherwise transferred for someone else’s use. Students are prohibited from distributing recordings or other materials, a situation analogous to prohibiting students from recording a course with their cell phones.

**HEALTH NOTIFICATION ACCOMODATION STATEMENT**

In addition to contacting Student Health Services, students are responsible for sharing any health issues with the professor, including the need to self-isolate or quarantine.

**ODS/ADA STATEMENT**

Services for students with a documented disability are available through the Office of Disability Services. All documentation is kept confidential and should be submitted directly to the Office of Disabilities Services. Students requesting accommodations should identify their needs as early as possible. All information regarding the student’s accommodations is provided to the student. A student with verified disabilities will be provided with accommodations letters, which the student must present to his/her professors.

The following person has been designated to handle student inquiries regarding the Americans with Disabilities Act and the Amendments Act, the Rehabilitation Act, and related statutes and regulations: Jason Luchs, Associate Director, Disability Services, 8000 Utopia Parkway, Queens, NY 11439, disabilityservices@stjohns.edu, 718-990-6867.

**NOTICE OF NON-DISCRIMINATION AND EQUAL OPPORTUNITY**

St. John’s University does not discriminate on the basis of race, color, national or ethnic origin, sex (including sexual harassment and sexual violence), sexual orientation, gender identity, disability, religion, age, status in the uniformed services of the United States (including veteran status), marital status, status as a victim of domestic violence, citizenship status, genetic predisposition or carrier status in its programs and activities as required by Title IX of the Educational Amendments of 1972, the Americans with Disabilities Act of 1990 and the Amendments Act, Section 504 of the Rehabilitation Act of 1973, Title VI or Title VII of the Civil Rights Act of 1964, and other applicable statutes and University policies.

The following person has been designated to handle inquiries regarding the non-discrimination policies and to serve as the Title IX coordinator for purposes of overall campus compliance: Danielle Haynes, Interim Director of Equal Opportunity, Compliance and Title IX Coordinator, 8000 Utopia Parkway, Queens, NY 11439, titleix@stjohns.edu, 718-990-2660.

**COPYRIGHT STATEMENT**

Materials in this course—unless otherwise indicated—are protected by United States copyright law [Title 17, U.S. Code]. Materials are presented in an educational context for personal use and study and should not be shared, distributed, or sold in print—or digitally—outside the course without permission.

As a student your ability to post or link to copyrighted material is also governed by United States copyright law. The law allows for students to post or link to copyrighted materials within the course environment when the materials are pertinent to course work. Instructors—or other staff of the institution—reserve the right to delete or disable your post or link if in their judgment it would involve violation of copyright law.

**ADDITIONAL INFORMATION**

All work must be handed in the day it is due at the beginning of class. You may also hand it in ahead of the schedule due date.

I repeat: *turn work in early* if you anticipate a scheduling problem. You should always begin writing well before the night prior to a deadline so you'll at least have something ready to submit, just in case life gets in the way.

There will be no make-up exams/ presentations.  Make-ups will only be given in emergency situations.

The use of laptops and cell phones is prohibited.

**If necessary, the instructor reserves the right to make changes to the grading system, syllabus and schedule for this course.**