

Event Management – RECR 220

Recreation Management Certificate/Diploma Program

Course Outline

COURSE IMPLEMENTATION DATE:	April 2000
OUTLINE EFFECTIVE DATE:	September 2024
COURSE OUTLINE REVIEW DATE:	April 2029

GENERAL COURSE DESCRIPTION:

This course explores and develops ideas and concepts utilizing a linear or cyclical planning model, and focuses on the details required when planning an event. Emphasis is placed on the planning of events with research into selecting the appropriate event, establishing goals and objectives, event themes, site selection, task and responsibility checklists, organizational committee structures, risk management strategies, budgeting and finance, sponsorship opportunities, marketing and promotion, event evaluation and event administration.

Program Information: This is a required course for the Recreation Management Diploma program and the Tourism Management Diploma Program

Delivery: This course may be delivered in both face-to-face and online formats.

COTR Credits: 3

Hours for this course: 45 hours

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours	
Total	45

Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-job Experience	N/A
Formal Work Experience	N/A
Other	N/A
Total	N/A

Course Outline Author or Contact:

Steve Kamps, BPE, MKin

Signature

APPROVAL SIGNATURES:

Department Head

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Stephanie Wells

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Department Head Signature

Dean Signature

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Valid from: September 2024 – April 2029

Education Council Approval Date

COURSE PREREQUISITES AND TRANSFER CREDIT:

Prerequisites: A minimum grade of C- (55%) in MKTG 281; and
A minimum grade of C- (55%) in either ENGL 100, COMC 110 or COMC 101

Corequisites: None**Flexible Assessment (FA):**

Credit can be awarded for this course through FA

☒ Yes ☐ No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

Transfer Credit: For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>

Students should also contact an academic advisor at the institution where they want transfer credit.

Prior Course Number: EVMT 101 ⇨⇨ TRMP 220 ⇨⇨ RECR 220**Date changed:** September 2018

Textbooks and Required Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

Delisle, L.J., (2014). *Creating Special Events*. Champaign, Ill. Sagamore Publishing.

Please see the instructor's syllabus or check COTR's online text calculator <https://textbook.cotr.bc.ca/> for a complete list of the currently required textbooks.

LEARNING OUTCOMES:

Upon the successful completion of this course, students will be able to

- gather information to plan an event;
 - establish a planning process that incorporates the event's purpose, goals, and objectives in relation to a particular event;
 - create marketing strategies and promotional materials tailored to a specific event;
 - show proficiency in creating a detailed line-item budget for an event;
 - develop a risk management program for an event;
 - devise a training program for volunteers/employees associated with an event;
 - identify key human resource management roles in event planning;
 - navigate the complexities of creating sponsorship opportunities in the field of event planning; and
 - conduct comprehensive event evaluations
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COURSE TOPICS:

Event Management

- Event Type
- Location
- Timing
- Purpose/Mission Statement
- Goals and Objectives

Event Management

- Physical Requirements
- Approvals
- Contracts
- Site Plans
- Logistics

Marketing

- Marketing Strategies
- Advertising and Promotion
- Marketing budget
- Media
- Marketing Evaluation
- Price and Ticket Program

Financial Control

- Budget Requirements
- Line-item budget
- Control Systems
- Cash-flow Analysis

Risk Management

- Identification
- Assessment
- Management of Risks
- Incident Reporting
- Safety and Security

Event Evaluation

See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.

EVALUATION AND ASSESSMENT (Face-to-Face and Online):

EVALUATION AND ASSESSMENT:	% Of Total Grade
Event Simulations	60%
Event Management – Practical Assignments	20%
Exams (2 Unit Exams @ 10%)	<u>20%</u>
Total	100%

Note: A major component of event management is the ability to work in groups, coordinate activities, meet deadlines and follow up. Peer evaluations will form part of a student's assigned mark. The instructor will monitor closely what each person contributes to the group efforts.

Please see the instructor's syllabus for specific classroom policies related to this course, such as breakdown of evaluation, penalties for late assignments and the use of electronic aids.

EXAM POLICY:

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

COURSE GRADE:

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses.

ACADEMIC POLICIES:

See www.cotr.bc.ca/policies for general college policies related to course activities, including grade appeals, cheating and plagiarism.

COURSE CHANGES:

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment, and marketing needs. The instructor will endeavour to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.