



Event Management – RECR 220

Recreation Management Certificate/Diploma Program

Course Outline

COURSE IMPLEMENTATION DATE: April 2000
OUTLINE EFFECTIVE DATE: January 2019
COURSE OUTLINE REVIEW DATE: September 2024

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 a special event. Emphasis is placed on the planning of events with research into selecting the right event, event themes, site selection, task and responsibility checklists, organizational committee structures, budgeting and finance, advertising and promotion 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
Erin Aasland Hall
E-mail: aaslandhall@cotr.bc.ca

Dean of Business and University Studies
Darrell Bethune
E-mail: bethune@cotr.bc.ca

Department Head Signature_____
Dean Signature

EDCO

Valid from: January 2019- September 2024

Education Council Approval Date**COURSE PREREQUISITES AND TRANSFER CREDIT:****Prerequisites:** a minimum grade of C- (55%) in MKTG 281 and one of ENGL 100 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 <http://go.cotr.bc.ca/tuition/tCalc.asp> for a complete list of the currently required textbooks.

LEARNING OUTCOMES:

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

- Demonstrate the ability to gather information to plan a special event or conference;
- Develop a planning process, which aids the delivery of a special event or conference;
- Design and practice a variety of promotional techniques in relation to a specific special event or conference;
- Demonstrate the ability to develop a line item budget for an event or conference;
- Develop a risk management program for a special event or conference;
- Develop a training program for volunteers/employees associated with a special event or conference; and
- Practice effective leadership skills when coordinating a special event or conference.

This course should help students

- Understand the complex issues and relationships that surround the planning and implementation of a special event;
 - Understand the role of Event Management in today's business and society;
 - Differentiate between managing and coordinating a special event;
 - Develop and practice management and administrative skills;
 - Become familiar with the many aspects of human resource management in special events;
 - Understand issues related to working with volunteers;
 - Conduct research for special events;
 - Consider many options in marketing your special event;
 - Develop partnership and fundraising programs;
 - Understand basic issues concerning liabilities in special events;
 - Develop practices and skills that enhance professionalism;
 - Develop decision making and problem solving skills; and
 - Develop interpersonal and communications skills.
-

COURSE TOPICS:

Event Management

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

Event Management

- Physical Requirements
- Approvals
- Site Plans
- Logistics

Marketing

- Advertising and Promotion
- Budget
- Media
- Marketing Evaluation
- Price and Ticket Program

Financial Control

- Budget Requirements
- 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
Special 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.