



RECR-220 – Event Management

Business

Effective Term & Year: Fall 2023
Course Outline Review Date: 2028-04-01

Program Area: Tourism, Recreation, & Hospitality

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 Methods: On-campus (Face-to-Face), Online

Credit Type: College of the Rockies Credits

Credits: 3

Course type/s: Business Management

Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	45
Seminar/Tutorials	
Laboratory/Studio	
Practicum/Field Experience	

Co-op/Work Experience	
Other	
Total	45

Course Requisites:

- Complete all of the following
 - Earned a minimum grade of C- (55%) in each of the following:
 - **MKTG281** – Principles of Marketing (3)
 - Earned a minimum grade of C- (55%) in at least 1 of the following:
 - **ENGL100** – English Composition (3)
 - **COMC101** – Technical and Professional Writing (3)
 - **COMC110** – Communication for Hospitality Industry (3)

Flexible Assessment: Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. Contact an education advisor for more information.

Course Transfer Credit:

For information about receiving transfer credit for courses taken at other BC institutions, please see <http://www.bctransferguide.ca>. All requests for course transfer credit from institutions in BC or elsewhere should go to the College of the Rockies Enrollment Services office.

Textbook 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

- 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.
- Recognize the complex issues and relationships that surround the planning and implementation of a special event;
- Recognize 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;
- Recognize the many aspects of human resource management in special events;
- Discuss issues related to working with volunteers;
- Conduct research for special events;
- Consider many options in marketing your special event;
- Develop partnership and fundraising programs;
- Recognize 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 Assessments

Assessment Type: On-Campus (face-to-face) and Online, or Hybrid

Assessment Type	% of Total Grade
Special Event & Simulations	60%
Event Management – Practical Assignments	20%
Exams (2 Unit Exams @ 10%)	20%
Total	100%

Grade Scheme

A+	A	A-	B+	B	B-	C+	C	C-	D	F
>=90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	<50

Pass requirements: None

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

Evaluation Notes Comments:

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 Attendance:

Students must attend all scheduled exams at the appointed time and place. Instructors may approve an alternate exam to accommodate an illness or personal crisis. Department heads will consider other written requests. Any student who misses a scheduled exam without prior approval will receive a "0" on the exam.

Academic Policies:

College of the Rockies policies related to courses can be found at <https://cotr.bc.ca/about-us/college-policies/> and include the following:

- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
- Policy 2.5.8 Academic Performance
- Policy 2.5.3 Grade Appeal
- Policy 2.4.9 Student Concerns Re Faculty

Equivalent Course(s) and Course Code Changes

Prior Course Code: EVMT 101 >> TRMP 220 >> RECR 220

Date changed: September 2018

Course Changes:

The College of the Rockies updates course outlines regularly to meet changing educational, employment and marketing needs. The instructor will notify students in writing of any updates to this outline during the semester. The instructor reserves the right to revise, add or delete material while meeting the learning outcomes of this course outline.

