



RECR-220 – Event Management

Business

Effective Term & Year: Fall 2024
Course Outline Review Date: 2029-04-01

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 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 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

Students are able to request formal recognition of their prior learning or experience outside the classroom. Challenge examination, portfolio-assisted assessment, or work-based assessment are used to identify, assess, and recognize prior skills, competencies, and knowledge to achieve course credit. Tuition fees apply, refer to Policy [2.5.5 Prior Learning Assessment and Recognition \(PLAR\)](#) or contact an education advisor for more information.

Course Transfer Credit:

For information about receiving transfer credit for courses taken at either British Columbia or Alberta institutions, please see <https://www.bctransferguide.ca/> or <https://transferalberta.alberta.ca> . For more transfer credit information, please visit <https://www.cotr.bc.ca/Transfer>

All requests for course transfer credit from institutions in British Columbia or elsewhere should go to the College of the Rockies Enrolment 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

- 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 Assessments

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

Assessment Type	% of Total Grade
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 2.1.4 Course Audit
- Policy 2.4.1 Credential Framework
- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Rights, Responsibilities and Conduct
- Policy 2.4.8 Academic Performance
- Policy 2.4.9 Student Feedback and Concerns
- Policy 2.4.11 Storage of Academic Works
- Policy 2.5.3 Student Appeal
- Policy 2.5.5 Prior Learning Assessment and Recognition (PLAR)

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.

