SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Business Program
Revision Date: 08-26-19

I.   CATALOG DESCRIPTION

Course Number: EVOM2402
Course Title   Fundamentals of Event Planning
Prerequisite(s):   None

Catalog Description: Principles of event management (event design, planning coordination, promotion, budgeting, and evaluation) which support client needs and event success. Hands-on experience with event planning.

Credit Hours: 3.0
Class Hours: 45
Lab Hours: 0
Total Contact Hours: 45

II.   COURSE OBJECTIVES: *Course will:*

A.   Overview the Meeting, Expositions, Events and Conventions (MEEC) industry.
B.   Present both domestic and international career opportunities for MEEC professionals in the hospitality, travel, and tourism industries.
C.   Provide an introduction to networking and lifelong learning opportunities through MEEC professional organizations.
D.   Demonstrate the business interrelationship of MEEC industry stakeholders, partners and customers.

III.   STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

A.   Student Learning Outcomes**:** *Student will be able to:*
   1.   Identify introductory social and business aspects of the Meeting, Expositions, Events and Conventions (MEEC) industry.
   2.   Differentiate among the types of event sponsors, organizers and producers, and their events.
   3.   Identify the fundamental responsibilities of an event manager or planner.
   4.   Compare and contrast MEEC destinations.
   5.   Compare and contrast MEEC facilities.
   6.   Characterize "marketing for attendance" in individual MEEC segments.
   7.   Recognize the professional and ethical development role of MEEC professional organizations.
   8.   Demonstrate operational event planning skills through experiential learning.
B.   General Education Learning Outcomes (GELOs)
   1.   GELO 4: Global Awareness and Citizenship
          Outcome 4: Discuss issues from a global perspective.
   2.   GELO 6: Career and Life Skills
          Outcome 4: Use digital technology effectively to access, manage, integrate, evaluate, and present information.
          Outcome 7: Demonstrate choices that reflect personal responsibility in one's academic, civic, social, and vocational/professional life.

IV. **CONTENT/TOPICAL OUTLINE** (*course outline may provide more detailed information*)
  A. Course Overview in an on-line Learning Environment
  B. Introduction to MEEC Industry
  C. MEEC Industry Stakeholders, Partners and Customer Base
  D. Special Events Management
  E. Event Operational Planning and Production
  F. Legal Issues in MEEC

V. **INSTRUCTIONAL MATERIALS**
  A. Required Text(s): Fenich, G. G. (2019). *Meetings, expositions, events and conventions: An introduction to the industry* (5th Ed.), Boston: Pearson Education, Inc.
    ISBN: 978-0-13-473590-0.

VI. **METHODS OF PRESENTATION/INSTRUCTION**
  A. Methods of presentation typically include a combination of the following:
    1. Textbook and on-line journal reading
    2. Learning review exercises
    3. Lecture postings on-line
    4. Discussion thread learning activities
    5. Observational/experiential learning methodology
    6. On-line exams
    7. Q&A, on-line interaction with instructor

VII. **METHODS OF EVALUATION**
  A. Methods of evaluation typically include a combination of the following:
    1. Course grades are at the determination of the instructor based on on-line review exercises, quizzes, exams, and course projects.
    2. Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term.
  B. SCC STANDARD GRADING SCALE POLICY:

A+	95-100	C+	75-79
A	90-94	C	70-74
B+	85-89	D+	65-69
B	80-84	D	60-64
		F	Below 60

VIII. **SPECIFIC COURSE REQUIREMENTS:**
None