

SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Business Program
Revision Date: 08-19-24

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.
- E. Explore potential international venue operations for planning global meetings.

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. Introduction to MEEC Industry
- B. MEEC Industry Stakeholders, Partners and Customer Base
- C. Special Events Management
- D. Event Operational Planning and Production
- E. International venue operations
- 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. Creation of final Event Planning project
 - 7. On-line exams

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