



## Syllabus

### HOS 232 Event Management

#### General Information

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**Date**

September 21st, 2017

**Author**

Unknown Author

**Department**

Business

**Course Prefix**

HOS

**Course Number**

232

**Course Title**

Event Management

#### Course Information

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**Credit Hours**

3

**Lecture Contact Hours**

3

**Lab Contact Hours**

0

**Other Contact Hours**

0

**Catalog Description**

This course is designed to provide an introduction to the principles of event management. A conceptual framework will be developed through definitions, models, and the utilization of case studies. The student will learn how to formulate event tourism strategies for destinations. The planning, development, management, and implementation of festivals, entertainment events, corporate events, cultural events, and sports events will be the focus of study. Specific topics will include event studies, bid preparation, public and corporate sponsorship, negotiations, and volunteer staff management. Students will have the opportunity to volunteer and participate in a variety of authentic events and festivals.

**Key Assessment**

This course does not contain a Key Assessment for any programs

**Prerequisites**

None

**Co-requisites**

None

**Grading Scheme**

Letter

#### First Year Experience/Capstone Designation

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This course DOES NOT satisfy the outcomes applicable for status as a FYE or Capstone.

#### SUNY General Education

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This course is designated as satisfying a requirement in the following SUNY Gen Ed category  
None

## FLCC Values

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### Institutional Learning Outcomes Addressed by the Course

Vitality

Inquiry

Perseverance

Interconnectedness

## Course Learning Outcomes

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### Course Learning Outcomes

1. Identify the diverse scope and nature of events.
2. Describe the difference between sponsorship and donations.
3. Delineate the processes and functions involved in event planning.
4. Formulate methodologies for volunteer recruitment and management.

## Program Affiliation

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This course is required as a core program course in the following program

AAS Hospitality and Tourism Management - Tourism Management

## Outline of Topics Covered

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1..Event Planning -Planning is an attempt to manage the future. It is a passive and messy process. Passive because at the conclusion of planning, at most, we have a plan of what is to come next. Messy because we are never really finish planning. We do the best we can and hope we have thought of everything. Understand how to research, plan, design, coordinate and ultimately evaluate an event. Review and determinethe different marketing strategies available to you that would be appropriate for the event you are managing.

2. Introduction to Events - Events serve as attractions with drawing power

3. Event Impact- An Event is a transient (changing) activity that has a unique blending of duration, setting, management, and people (employees, participants, attendees). Tourism is the economic impact a destination/community experiences as a result of travel expenditures. This is one of the key reasons why event management has grown in recent years.

4. Five Stages to an Event:

- a. Research/Feasibility
- b. Design
- c. Planning
- d. Coordination
- e. Evaluation

5.SWOT analysis - SWOT analysis is not unique to events. This is a process that most organizations will use as

they develop a new product. This analysis should be utilized in the research stage because the results will effect the future decision making. SWOT will assist in determining internal and external variables that will influence the success of the event.

6. Matter of Ethics- Ethics are nether moral or legal in design or execution. Ethics are developed by industries, through people, and are subject to interpretation in different geographic areas. Developing a guideline for ethical decision-making is essential for long-term business success.

7. Volunteers and Events- In almost every event, volunteers are the life blood for success!!!

8. Why do people volunteer - Contribution to the community

Gaining of Experience –good for college students

Good working atmosphere

Recognition-value placed on their involvement

Fun

9.Event Tourism: Systematic planning, development, and marketing of events as visitor attractions

10. Sponsorships - Sponsorship is a commercial transaction between the event organization and the sponsor organization. The word "transaction" indicates that both parties will be receiving something of value.