

Advanced Strategic Event Management

HFT4754 | Class # 11921 | 3 Credits | Spring 2026

HMG6203 | Class # 25289 | 3 Credits | Spring 2026

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Course Info

INSTRUCTOR

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DEPARTMENT CHAIR

Rachel Fu, Ph.D., Professor

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OFFICE HOURS

Tuesday: 1:45 PM - 2:45 PM

Thursday: 1:45 PM - 2:45 PM

MEETING TIME/LOCATION

T Period 8 (3:00 PM - 3:50 PM) / FLG 0230

R Periods 8-9 (3:00 PM - 4:55 PM) / FLG 0270

COURSE DESCRIPTION

This course introduces students to the fundamentals of event planning and management and aims to advance the comprehension of project management and its application to a multitude of events in a globalized context. The course content is aligned with the Event Management Body of Knowledge (EMBOK) model, the Meeting and Business Events Competency Standards (MBECS), and Event Management International Competency Standards (EMICS), equipping students with the knowledge necessary to pursue successful event or meeting industry careers.

COURSE LEARNING OBJECTIVES:

By the end of this course, students will be able to:

- Comprehend and apply project management to events;
- Explain the major deliverables associated with project management;
- Understand the economic, social, and political impacts of events;
- Determine appropriate market segments for events;

- Understand the importance of ancillary programs;
- Explain strategies and tactics to maximize event attendance;
- Comprehend the importance of solid fiscal management;
- Evaluate ROI for destinations and sponsoring organizations hosting events;
- Explain volunteer management in relation to events;
- Apply risk management principles to the safe operation of events;
- Generate solutions to overcome challenges in the event industry; and,
- Understand the importance of cultural sensitivity in event planning and management.

SELECTED COURSE MATERIALS

- Allen, Johny, et al. (2011). Festival & Special Event Management, 5th Edition. Australia: John Wiley & Sons, Inc.
- Barth, Stephen. (2006). Hospitality Law-2nd Ed. Hoboken, NJ: John Wiley & Sons, Inc.
- Berlonghi, A. (1990). The Special Event Risk Management Manual. Dana Point, CA: Alexander Berlonghi.
- Convention Industry Council Manual (2014). A Working Guide for Effective Meetings and Conventions, 9th Edition. Convention Industry Council.
- Columbus, G. (2011). The Complete Guide to Careers in Special Events: Step Toward Success, 1st Edition. Hoboken, NJ: John Wiley & Sons, Inc.
- Event Safety Alliance. (2014). The Event Safety Guide: A Guide to Health, Safety and Welfare at Live Entertainment Events in the United States. New York, NY: Skyhorse Publishing, Inc.
- Goldblatt, J. (2014). Special Events: Creating and Sustaining a New World for Celebration, 7th Edition. Hoboken, NJ: John Wiley & Sons, Inc.
- Monroe, J.C. (2006). Art of the Event: Complete Guide to Designing and Decorating Special Events. Hoboken, NJ: John Wiley & Sons, Inc.
- Professional Meeting Management: A Guide to Meetings, Conventions and Events, 6th Edition. USA: Agate B2. Publishing.
- Rutherford-Silvers, J. (2012). Professional Event Coordination. New York, NY: John Wiley & Sons, Inc.
- Russo, F. E., Eskilsen, L. A., & Stewart, R. J. (2009). Public Assembly Facility Management: Principles and Practices-2nd Ed. Coppel, TX: International Association of Venue Management.
- Rutherford-Silvers, J. (2008). Risk Management for Meetings and Events. Burlington, MA: Elsevier, Ltd.
- Skinner, B. (2002). Event Sponsorship. New York, NY: John Wiley & Sons, Inc.
- Sonder, M. (2003). Event Entertainment and Production. New York, NY: John Wiley & Sons, Inc.
- Stipanuk, D. M. (2006). Hospitality Facilities Management and Design-3rd Ed. Lansing, MI: American Hotel and Lodging Educational Institute.

Instructional materials for this course consist of only those materials specifically reviewed, selected, and assigned by the instructor. The instructor is only responsible for these instructional materials.

COURSE FORMAT

The course will include a combination of lectures, discussions, activities exams, and planning a real event. Attendance and active participation are essential to the nature of this course. Readings from articles will be assigned throughout the semester. It is important to keep up with the assigned readings to enhance your understanding of the course content.

Participation in class is highly recommended and encouraged to facilitate ideas and concepts.

TECHNOLOGY REQUIREMENTS

Students will use Microsoft Word, Excel, and PowerPoint. They may also use video-producing and editing programs, although it is preferred that students use a tool with which they are already comfortable.

Course & University Policies

ATTENDANCE POLICY

Attendance is required on all dates of this class. Follow closely the course logistics with respect to submission of your work. All deadlines posted on Canvas follow the **Eastern Time Zone** time. A minor sickness or a short travel will not be considered an excuse for not returning the assignments and tests. It will be possible to take make-up quizzes or exams missed due to a medical reason (confirmed by a doctor) or an unforeseen family emergency. The student must provide documentation **via email to the instructor as soon as conditions permit**.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with the University's policies. For more information about UF's policies, please consult (<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.)

Students with prior knowledge of an excused absence must make arrangements to submit assignments. Documentation must be provided to the instructor for an excused absence. Excused absences include, but are not limited to, personal illness, family illness or death, jury duty, religious holiday, and official University activities. Absences will be excused at the instructor's discretion. It is the student's responsibility to provide documentation **via email to the instructor as soon as conditions permit**.

PERSONAL CONDUCT POLICY

All students are expected to uphold the **Honor Code**: *"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity." "The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge are diminished by cheating, plagiarism and other acts of academic dishonesty."*

The following pledge will be either required or implied on all work: *"On my honor, I have neither given nor received unauthorized aid in doing this assignment."*

It is the student's duty to abide by all rules set forth in the UF Undergraduate Catalog. Students are responsible for reporting any circumstances that may facilitate academic dishonesty.

ACADEMIC HONESTY

Plagiarism and other violations of academic honesty will be punished with a 0% grade for the assignment. Additionally, after the second incident the offender will be reported to the head of department and/or graduate school for sequential actions. The UF defines plagiarism in the following way (<https://www.dso.ufl.edu/sccr/process/studentconduct-honor-code>):

“(a) Plagiarism. A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

- 1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.*
- 2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student.”*

ACCOMMODATING STUDENTS WITH DISABILITIES

Support services for students with disabilities are coordinated by the Disability Resource Center in the Dean of Students Office. Students requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Any student who feels that they may need accommodations based on the impact of a disability should contact the instructor privately to discuss their specific needs. The University encourages students to follow this procedure as early as possible in the semester.

COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.ua.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluer.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.ua.ufl.edu/public-results/>.

Getting Help

HEALTH & WELLNESS

- U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575
- Counseling and Wellness Center: <https://counseling.ufl.edu/>, 352-392-1575
- Sexual Assault Recovery Services (SARS) - Student Health Care Center, 392-1161
- University Police Department, 392-1111 (or 9-1-1 for emergencies) <http://www.police.ufl.edu/>

ACADEMIC RESOURCES

- E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>

- Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling. <https://career.ufl.edu/>
- Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>
- Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>
- Student Complaints On-Campus: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/> On-Line Students Complaints: <http://distance.ufl.edu/student-complaint-process/>

Grading for HFT4754

The following table provides a brief summary of the assessment tools for this course, along with the corresponding percentage (and point) values for the final grade.

Assessment Tool		% value (Pt value)
Course Participation	17 assignments (varying pts)	77% (570 pts)
Quizzes	3 online quizzes (varying pts)	3% (25 pts)
Discussions	5 discussions at 10 pts each	7% (50 pts)
Exam	1 exam x 100 pts	13% (100 pts)
Total		100% (745 pts)

[HFT4754] Course participation: 77% (570 pts): Course participation enables students to discuss topics and demonstrate their knowledge by analyzing and critiquing industry issues. Participation assignments will be given during the semester. These assignments will account for 77% of your final grade. Therefore, you are highly encouraged to participate actively on Canvas.

- These assignments include internet exercises, study questions, and case studies relevant to the course material.
- The course assignments will be individual assignments
- To receive credit for course participation, depending upon the model assignment, the student is required to:
 1. Answer all questions as assigned.
 2. Analyze the case study as assigned.
 3. Complete internet exercises as assigned.
 4. Analyze industry articles or websites provided by the instructor and present them to the class.
- The requirements for the assignments will be provided on Canvas.
- Students will not be permitted to make up missed assignments without the appropriate documentation (see the Course Policies).

[HFT4754] Quizzes: 3% (25 pts):

Three (3) quizzes based on the material presented in lectures will be provided. Students will demonstrate mastery of the course content by completing these closed-book, closed-notes quizzes. Students will have only one attempt.

[HFT4754] Exam: 13% (100 pts): One exam is administered at the end of the semester based on the lectures, discussions, activities, readings, videos, presentations, and supplemental materials. The exam is cumulative and includes multiple-choice, true/false, and short-answer questions. Make-up exams are NOT permitted unless absences are in accordance with the University's Make-Up Policy. Refer to the Tentative Course Schedule for exam dates.

[HFT4754] Discussions: 7% (50 pts): Discussions provide students with an opportunity to deepen their understanding of course material by engaging with classmates. The discussions are intended to help you think like an event planner and to expound foundational knowledge of event management on the Canvas discussion topics. Further instructions for initial posts and reply posts are found on Canvas.

Grading for HMG6203

Assessment Tool		% value (Pt value)
Reading Reflection	700 points (50 points each*14)	700/1000 = 70%
Individual Conceptual Paper	300 points	300/1000 = 30%
Total		100% (1000 pts)

[HMG6203] Reading Reflection (70%)

Students will be guided to read the assigned articles and then submit a 2-page report (PDF file; free format).

[HMG6203] Individual Conceptual Paper (30%)

Students will work individually on an issue related to the event management of their interest. The term paper should be submitted as a PDF file before the announced deadline at the end of this semester.

Structure of the Individual Conceptual Paper:

1. **Title.** Reflects the project's focus well. It can include a subtitle.
2. **Introduction.** Introduce the problem, issue, or need. Briefly discuss the problem/challenge and the benefit of addressing it, using relevant statistics to support your point. Introduce definitions and key terms. State the objectives of the study.
3. **Background/Problem Statement.** Narrow down on the specific problem/challenge faced by the industry:
 - *What is currently happening in the market today? (i.e., What's the current situation?)*
 - *What are companies and/or individuals struggling with most, and why?*
 - *What are the specific problems, needs, and/or pain points?*
 - *What are the potential benefits of addressing these problems, needs, and/or pain points? This will help readers understand why your project is valuable and encourage them to continue reading.*
 - *What data points help to support answers to the above questions?*
 - *What frameworks/models/data can be used to enhance readers' understanding of this information?*

4. **Conclusion.** Provide recommendations and/or managerial implications. Emphasize the importance of using your solution in the event industry.
5. **References.** APA style should be used in both the in-text citations and the reference list.

[HMG6203] Levels of Grading Criteria:

For Reading Reflection (70%), and Individual Term Paper (30%)

1. **90-100%: Excellent.** Excellent, scholarly, and advanced college-level work. Original, insightful ideas, in-depth discussion. Well organized and structured. Excellent grammar, careful formatting.
2. **80-90%: Good.** Good college-level work that well exceeds minimal requirements. Original, well-organized. A good understanding of the topic is demonstrated. Acceptable grammar. Some areas are noticeably weaker than others.
3. **70-80%: Satisfactory.** Average work. The assignment is not carefully thought through, and/or the presentation is not cohesive. Improvement is needed in depth, originality of thought, structure, and presentation.
4. **60-70%: Marginal.** Below-average work. Substantial improvements are needed in the areas of content, reasoning, and delivery, as well as grammar and formatting.
5. **Below 60%: Failure.** The assignment is not submitted or is incomplete.

GRADING SCALE

More detailed information regarding current UF grading policies can be found here:

<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>.

Any requests for additional extra credit or special exceptions to these grading policies will be interpreted as an honor code violation (i.e., asking for preferential treatment) and will be handled accordingly.

The final percentage points are translated into the letter grades as follows:

Grade	% (Grade Point)	Grade	% (Grade Point)	Grade	% (Grade Point)
A	93 - 100 (4.0)	B-	80 - 82.99 (2.67)	D+	67 - 69.99 (1.33)
A-	90 - 92.99 (3.67)	C+	77 - 79.99 (2.33)	D	63 - 66.99 (1.0)
B+	87 - 89.99 (3.33)	C	73 - 76.99 (2.0)	D-	60 - 62.99 (0.67)
B	83 - 86.99 (3.0)	C-	70 - 72.99 (1.67)	E	0-59.99 (0)

Note: A score below 60 constitutes a failing grade. If you notice a scoring error in your quiz or homework, please notify the instructor **within one week from the day your work was graded**. No issues regarding scoring will be reviewed beyond this one-week period.

Weekly Course Schedule

The following course outline is **tentative**. Any changes to this outline will be announced in class and on Canvas. It is the student's responsibility to note the changes.

Tuesday: 3:00 PM - 3:50 PM (Room: FLG 0230)

Thursday: 3:00 PM - 4:55 PM (Room: FLG 0270)

WEEKLY SCHEDULE

WEEK	DATE	Module	TOPIC	Assigned Readings/Assignment Due Dates
1	1/13 T	Orientation	Introduction	Due Sunday: Syllabus Acknowledgement, Discussion, Assignment
	1/15 R	1	Events Industry Overview	
2	1/20 T	2	Market Segments	Due Sunday: Discussion, Assignment
	1/22 R	3	Maximizing Event Attendance	
3	1/27 T	4	Objectives	Due Sunday: Discussion, Assignment
	1/29 R	4	Objectives	
4	2/3 T	5	Budget	Due Sunday: Assignment
	2/5 R	5	Budget	
5	2/10 T	6	Timeline	Due Sunday: Assignment
	2/12 R	6	Timeline	
6	2/17 T	7	Site Selection	Due Sunday: Assignment
	2/19 R	7	Site Selection	
7	2/24 T	8	Vision Board	Due Sunday: Discussion, Assignment
	2/26 R	8	Conceptualization, Content Planning, & Slide Design for Your Chosen Event for the Final Presentations [Module 15]	
8	3/3 T	9	Marketing	Due Sunday: Assignment
	3/5 R	9	Marketing	
9	3/10 T	10	Venue Layout	Due Sunday: Assignment
	3/12 R	10	Venue Layout	
Spring Break				
10	3/24 T	11	Risk Management	Due Sunday: Assignment
	3/26 R	11	Risk Management	
11	3/31 T	12	Production Schedule	Due Sunday: Assignment
	4/2 R	12	Production Schedule	
12	4/7 T	13	Promotional Video	Due Sunday: Assignment
	4/9 R	13	Promotional Video	
13	4/14 T	14	Event Overview/Evaluation	Due Sunday: Assignment
	4/16 R	14	Event Overview/Evaluation	

14	4/21 T	15	Final Presentations (PowerPoint Video Recording)	Due Sunday: Assignment
<i>4/23 Reading Day (no class)</i>				
<p style="text-align: center;"> HFT 4754 Exam [Module 16] Friday 5/1/2026 @ 12:30 PM - 2:30 PM </p> <p style="text-align: center;"> HMG 6203 Individual Conceptual Paper Deadline: Friday, 5/1/2026 @ 2:30 PM </p>				