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Office Hours: By appointment via Zoom
that can be scheduled by
emailing the instructor

Course Meeting Fully-Online (Canvas)

Department Chair Rachel Fu, Ph.D.

Course Description: This course focuses on the fundamentals of event planning, design, and project management and related aspects of the current hospitality and event management industry. The course content focus on relevant and timely topics in event management and hospitality to allow students to become equipped with the tools and related practices and standards of the event planning industry.

Advance Event Management examines the complexity of the event industry and focuses on the fundamentals of event planning within a project management focus. The importance of the research, design, planning, coordination, and evaluation of events is examined, along with event outcomes. Effective strategies and methods are discussed to learn how to successfully plan and manage different event sizes and scopes. Related leading industry event organizations will be discussed throughout the course to show current industry practices, standards, and trends to gain a better understanding of how to be a successful event manager.

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

- Identify and apply aspects of MICE Tourism to events and hospitality;
- Comprehend and apply project management to events;
- Explain the major deliverables associated with project management;
- Explore stakeholder management and the impact on event processes
- Determine appropriate market segments for events;
- Identify best practices for site planning and event operations;
- Manage event design project management skills to detail event logistics;
- Comprehend the importance of solid fiscal management;
- Apply risk management principles to the safe operation of events;
- Create marketing materials and collateral related to effective event promotion;
- Focus on effective personal branding strategies to create a professional platform;
- Explain food and beverage planning and management;
- Generate solutions to overcome challenges in the event industry; and,

Selected Course Materials & Digital Tools

Digital Learning Tools

Throughout the semester, we will be using digital learning materials from the resources below. Directions for access and use can be found within our Canvas course. There is no cost associated with these materials.

- [LinkedIn Learning \(provided free of charge by the University of Florida\)](#)

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.

Technology Requirements: In addition to the digital learning materials identified above, students will use Microsoft Word, Excel and PowerPoint. Students may also use video producing and editing programs, although the preferred tool is for students to use a tool in which they are already comfortable.

Course Evaluation: The following table provides a brief summary of the specific assessment tools for this course, as well as the related percentage (and point) value of the final grade.

| Assessment Tool | | % value (Pt value) |
|---------------------|------------------------------|-----------------------|
| Learning Activities | 13 assignments x 10 pts each | 59.1% (130 pts) |
| Group Discussions | 4 discussions x 10 pts each | 18.2% (40 pts) |
| Final Project | 1 Project x 50 pts each | 22.7% (50pts) |
| Total | | 100% (220 pts) |

Learning Activities: Learning Activities are short assignments that provide an opportunity for students to explore topics and demonstrate acquired knowledge through analysis/critique of industry areas. Participation assignments will be given during the semester (usually two per module). These assignments will account for over half of your final grade, therefore it is highly encouraged that you actively participate.

- These assignments include internet exercises, study questions, and case studies relevant to the course material.
- The course assignments will be individual assignments.
- In order to receive credit for course participation, depending upon the model assignment, the student is required to:
 1. Answer all questions as assigned;
 2. Analyze case study as assigned;
 3. Complete internet exercises as assigned; or
 4. Analyze industry article or website provided by instructor and present to class.
- The requirements for the assignments will be **provided on Canvas**. The assignments will be given out at random, therefore it is highly encouraged you pay close attention to Canvas modules to receive full marks for the assignments.

Final Project: Your final project in this course will include assembling a comprehensive event strategy/plan. Directions will be provided within the Canvas assignment.

Group Discussions: Group discussions provide students an opportunity to expand their knowledge of course materials with other classmates. The discussions are meant for you to think like an event planner and expound foundational knowledge of event management to the discussion topics in class.

Grading Scale: The University's grading system will be used for this course (for information about UF's grades and grading policies, please consult <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>). In accordance, a student's overall performance in this course will be graded as follows:

| Letter Grade | A | A- | B+ | B | B- | C+ | C | C- | D+ | D | D- | E |
|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------|
| Point Range | 94- 100 | 90- <94 | 87- <90 | 84- <87 | 80- <84 | 77- <80 | 74- <77 | 70- <74 | 67- <70 | 64- <67 | 61- <64 | <61 |
| GPA Points | 4.00 | 3.67 | 3.33 | 3.00 | 2.67 | 2.33 | 2.00 | 1.67 | 1.33 | 1.00 | 0.67 | 0.00 |

Assignment Feedback and Response Time: All assignments are graded prior to the subsequent module opening. Detailed feedback on most assignments are provided to each student and can be found in Canvas under the grade comments.

Class Policies: Students are expected to be professional in course discussions, which requires them to:

- Actively participate in the course at all times. Active participation includes asking thoughtful questions, contributing knowledge and ideas relevant to the topic, volunteering answers to questions, and sharing relevant material from other readings, classes, newspapers, and media sources.
- Be punctual with regards to course due dates.
- Be prepared to participate in discussions.
- Be courteous and respectful to your peers and the instructor.

Attendance & Late Assignment Policy: 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 [\(<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.>\)](https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.)

Students with prior knowledge of an extended excused absence must make arrangements to submit assignments prior to the due date. 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.

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.

UF Academic Honor Code: UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code.” On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

Academic dishonesty, such as plagiarism and cheating, will not be tolerated. Violation of the UF Academic Honor Code will incur serious consequences. Any act of academic dishonesty will be reported to the Dean of Students Office. Plagiarism and cheating may be punished by failure on the exam, assignment, or project; failure in the course; and/or expulsion. There are no exceptions to this policy. For more information about UF’s policy, please consult <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>.

Additional Resources:

Office of Academic Support can be found at <https://oas.aa.ufl.edu/>

UF Tutoring offers various forms of academic support to help students succeed in their studies. All tutoring services are free to UF students. <https://teachingcenter.ufl.edu/tutoring/>

Writing Studio: The Writing Studio is committed to helping UF students meet their academic and professional goals by becoming better writers. <https://writing.ufl.edu/writing-studio/>

Matter We Care: This initiative aims to assist the community with care related resources that focus on health, safety, and holistic well-being. <https://umatter.ufl.edu/>

UF Course Evaluations: Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

Course Schedule: The course schedule is tentative and subject to change. Changes to the schedule will be announced on Canvas. It is the student’s responsibility to keep track of announced schedule changes. Assignment due dates can be found within our Canvas course.

| Module | Topics/Assignments Due |
|--------|--|
| 1 | Course Overview, Recap of Event Basics, MICE Tourism, AI in Events Orientation Quiz, Introduce Yourself, Learning Activity 1, Discussion 1, Learning Activity 2 |
| 2 | Project Management, Risk Management Learning Activity 3, Learning Activity 4 |
| 3 | Stakeholder Management, Budgeting, Contracting & Negotiating Learning Activity 5, Learning Activity 6, Discussion 2 |
| 4 | Event Design, Site Planning/Operations Learning Activity 7, Learning Activity 8, Discussion 3 |
| 5 | Networking & Personal Branding, Marketing Learning Activity 9, Learning Activity 10, Learning Activity 11 |
| 6 | Food & Beverage, Wrap-Up, Project Learning Activity 12, Learning Activity 13, Final Project, Discussion 4 |