

PRM 145 – Special Events Management

Monday, January 13, 2025 – Tuesday, March 4, 2025
Online - Session A

Faculty Information

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Personal Pronouns: Welcome to PRM 145 – Special Events Management. My name is Professor Tuchalski (two-hall-ski), and I use the pronouns she/her. I will gladly honor your request to address you by an alternate, chosen name or gender pronoun. Please advise me of your personal pronoun early in the semester so that I may make appropriate changes to my records.

Please note: You can change your displayed name in some ASU systems including Canvas, Email, and Google Apps. Learn more about preferred name displays here:

<https://students.asu.edu/forms/preferred-display-name>

You can learn how to set personal pronouns in Canvas here: <https://lx.asu.edu/lxresource/how-set-personal-pronouns-canvas>

Land Acknowledgement

Arizona State University acknowledges, with respect, that its physical locations are within the ancestral homelands of those American Indian tribes that have sustained connections to its lands and waters since time immemorial, including the Akimel O'odham (Pima), Pee Posh (Maricopa), Quechan (Yuma), and Tohono O'odham peoples.

Statement of Inclusion

Arizona State University is deeply committed to positioning itself as one of the great new universities by seeking to build excellence, enhance access and have an impact on our community, state, nation and the world. To do that requires our faculty and staff to reflect the intellectual, ethnic and cultural diversity of our nation and world so that our students learn from the broadest perspectives, and we engage in the advancement of knowledge with the most inclusive understanding possible of the issues we are addressing through our scholarly activities. We recognize that race and gender historically have been markers of diversity in institutions of higher education. However, at ASU, we believe that diversity includes additional categories such as socioeconomic background, religion, sexual orientation, gender identity, age, disability, veteran status, nationality and intellectual perspective. At Watts College, we echo these sentiments through [Our Aspirations](#) to be a vehicle through which we make the world a better place.

Course Information

Course Catalog Description

Principles of programming and managing special events for diverse populations.

Course Enrollment Requirements

None

Course Overview

Dwight Catherwood and Richard Van Kirk, in their book "The Complete Guide to Special Event Management", stated:

"Special events are opportunities, not only for the promoter/manager to bring a unique project to a community and profit from it, but for the community and local companies to benefit as sponsors of the event. Staging a special event takes more than a dream or wish. It takes hundreds, sometimes thousands of hours of preparation. Preparation and attention to details is the key to any successful event. They do not just happen; they are well planned and coordinated (p. vii)."

This course will emphasize both the theoretical basis and skills needed for successful management and implementation of special events. In doing so, the student will be exposed to successful event managers, feasibility planning, and engage in a self-directed learning project.

Digital Certificates

Students enrolled in any of the Special Event Management courses during their time at ASU have the opportunity to earn digital certificates for work completed. Please ask your professor for more information as they are tangible ways to demonstrate your achievements to a potential employer and compliment your efforts in the classroom.

Course Learning Objectives

At the completion of this course students will be able to:

- 1) Effectively communicate the basic principles behind event programming, operations, risk management, sponsorship, and staffing through a semester long Dream Event assignment;
- 2) Understand the differing needs and interests of diverse populations (e.g., cultural, ethnic, mobility, communication) relative to developing and hosting special events;
- 3) Demonstrate knowledge of feasibility planning for special events through the successful completion of a Dream Event project;
- 4) Observe and describe operations and programming practices of an actual event through the Event Observation assignment;
- 5) Articulate how to respond to a variety of event scenarios by way of a culminating final exam

Course Materials

Textbook

No textbook, all readings are listed in their respective modules

Media



All students will be required to view “The First Monday in May.” It is available for rent on Amazon, YouTube, Google Play, Vudu, and iTunes. Rental fees range from \$2.99-3.99.

Computer Requirements

- **Computer System:** Windows or Apple desktop or laptop computer manufactured within the last 5 years. Chromebooks and mobile devices will not provide full access to ASU’s online courses.
- **Operating System:** Windows-based computers should be running the most recent version of Windows. Apple computers must be running a recent version of macOS. For operating systems recently released (the last few months), consider maintaining the next most recent release for a few months until bugs in the OS have been addressed.
- **Required Software:** [Microsoft Office 365](#) (available for all students at ASU); [Adobe Acrobat Reader DC](#) (free)
- **Web Browser:** Use a recent version of Firefox or Chrome. Students are also advised to have both browsers installed on their computer.
- **Internet Connection:** Courses are best viewed with high-speed internet and a reliable internet connection.
- **Speakers and a microphone:** Built-in, USB plug-in, or wireless Bluetooth. A headset with microphone is recommended for privacy and clarity of audio.
- **Webcam:** Built-in or USB plug-in

Detailed Requirements by Application:

- [Canvas LMS computer requirements](#)
- [Zoom computer requirements](#)

Need Help? Students needing help with technical issues can contact a 24/7 live chat service at contact.asu.edu or [My ASU Service Center](#) for help.

Assignments and Evaluation Procedures

Detailed information for each assignment can be found on Canvas.

Summary of Assignments

Assignment	Points
Discussions	20 x 4
Assignment 1: Introduce Yourself	20
Assignment 2: Dream Event Project	100
Assignment 3: Event Observation	50
Assignment 4: Dream Event Presentation	50
Final Exam	100
TOTAL	400

Introduce yourself	20	January 16, 2025
Discussion #1 – Collective Joy & Collective Pain	20	January 17, 2025
		January 19, 2025
Part 1 of the Dream Event - Description	15	January 22, 2025
Part 2 of the Dream Event – Goals/Objectives	15	January 24, 2025
Discussion #2 – SWOT for Dream Event	20	January 28, 2025
		January 30, 2025
Part 3 of the Dream Event – Site Plan	20	February 1, 2025
		February 26, 2025
Discussion #3 – Events in the movies	20	February 3, 2025
		February 5, 2025
Part 4 of the Dream Event – Program piece	10	February 7, 2025
Part 5 of the Dream Event – Animation Plan	15	February 13, 2025
Part 6 of the Dream Event – Marketing Strategy	15	February 17, 2025
Part 7 of the Dream Event – Budget	10	February 20, 2025
Discussion #4 – Worst Case Scenarios	20	February 21, 2025
		February 23, 2025
Event Observation	50	February 24, 2025
Dream Event PowerPoint Presentation	50	February 27, 2025
Final Exam	100	March 2, 2025
TOTAL	400	

Reading and Media Assignments

Unless otherwise specifically assigned, reading assignments are taken from the required materials specified above. The reading assignments listed in each module are to help support the learning objectives for that specific module. Not all of the assigned readings will be discussed in class; however, all assigned readings may be covered on quizzes, exams, or other assessments.

Syllabus Quiz

All students are required to take a syllabus quiz to demonstrate their understanding of the course requirements and policies as set forth in the syllabus. A minimum score (e.g., 80%) is required in order to unlock the other course materials contained in the course site on Canvas, our Learning Management System.

Discussion Boards

There are four discussion assignments for this course, they are each worth 20 points. Please note that grammar and spelling accounts for 10% of each assignment.

1. You will read through Brené Brown's essay "Why Experiencing Joy and Pain in a Group Is So Powerful". After reading the essay, I want you to look back in your life and share an event that you can identify as either collective joy or collective pain. Add as many details as you can. Consider the following: What was the event/situation? How did it make you feel? How old/young were you? Do you think about it often? Etc. **Your first post will be due by Friday, January 17th (11:59 p.m.)** for 10 points. You then have 48 hours to respond to another student's post regarding their collective joy/pain example. Your response should be more than "I agree that this is an example of collective joy/pain". Challenge yourself to see if you can find a commonality between your two events, or if you share an experience with this student as well. **Your response will be due by 11:59 p.m. on Sunday, January 19th** for 10 points.
2. After reviewing the lecture on SWOT's, you will now have the opportunity to look carefully at your own Dream Event and develop a SWOT analysis. You will be sharing these with the class in the discussion section. **At the top of your entry put the name of your event with a one-line description.** Under it list at least 3 strengths, 3 weaknesses, 3 opportunities and 3 threats. You may have to make these up...however, try to be as realistic as possible. It is better to use multi-word entries, or at least phrases. So, do not just put "weather" if it may be a weakness...indicate WHY weather might be a weakness. Please make sure you clearly define which letter (S, W, O or T) you are referring to for each characteristic, I find that using a table looks professional). The first part of this assignment is due on **Tuesday, January 28th (11:59 p.m.)** for 10 points. I would then like for you to choose two of your classmate's entries and offer additional options in all four of their categories due **Thursday, January 30th (11:59 p.m.)** for an additional 10 points. This process will help you understand the depth that is necessary to examine the feasibility of producing events prior to actually beginning the planning process.
3. The third discussion relates to how special events are portrayed in the movies. Events have been a significant part of many movies! For this activity, all students will view the film "The First Monday in May." This documentary film depicts the planning of the much-anticipated annual fashion event called the Met Gala. It is 90 minutes in duration (please plan accordingly) and focuses on many event-related components through the visionary stage, operations, entertainment and final product. While watching, please focus on the three provided key questions and be prepared to discuss them.
 - Who were the main players and their attitudes towards the event (pick 3)?
 - What surprised you most about the movie/event management process?
 - Please pose one question for your peers.Your initial answers will be due by **Monday, February 3rd (11:59 p.m.)** for 10 points. Then, please reply to two students' questions by **Wednesday, February 5th (11:59 p.m.)** for an additional 10 points.
4. As event producers, we are given the opportunity to create amazing events. Attendees trust that we have thought of everything. With that being said, we plan for the best, but not everything is sunshine and roses. For this assignment, you'll watch three videos discussing the Hillsborough incident in 1989 from three different points of view: a player, an attendee, and a general public explanation of how the tragedy occurred. You will answer the following questions, and discuss them with your peers:
 - From what you saw/heard about the situation, how would you have helped prevent it? Do you think anything could have been done to help prevent it?
 - Take a look at your dream event (describe it a bit for your classmates to get the big picture) and tell us one worst-case scenario you could prepare for. How would you do that?
 - When thinking about this worst-case scenario and general event safety, is there anything you would change regarding your Dream Event Project? Why or why not?

Your initial answers will be due by **Friday, February 21st (11:59 p.m.)** for 10 points. Then please reply to another student's post by **Sunday, February 23rd (11:59 p.m.)** and provide them with another worst-case scenario they could face and how to prepare for it. Your reply is worth 10 points and should be a paragraph long.

Assignment 1: Introduce yourself to us!

Events are about creating experiences and in this class I hope that we all get to know each other a little better! This is also a great time to start to grow your network of people you can keep in touch with post-graduation. For this assignment you will record a short (2-3 minute) video introducing yourself. Please include:

- What you are studying in school?
- Where you are from and where are you now?
- What is it that attracted you to events, or this course?
- What previous event experience do you have?
- What kind of events do you like to go to and what do you like to do for fun?
- You can include other things, too but please make sure you include at least that information.

You will be filming it wherever you want and then sharing it with us. Please be mindful of the deadline of **Thursday, January 16 (11:59 p.m.)** so all students can "meet" each other in a timely manner.

Assignment 2: Dream Event Semester Project

I have found that students can understand the concepts of event planning much better when they can relate them to a specific event that holds meaning to them. For this assignment each student will be "creating" an event over the course of the 7.5-week semester. As we learn about different facets of special event management specific pieces of your Dream Event will be developed and turned in. Each piece should be no longer than 2 pages unless specified. ALL parts must be turned in online via the format specified. Additional information for each part will be given as part of the lecture related to that topic, particularly related to format. Please note that grammar and spelling accounts for 10% of each assignment. Here is a general description of each assignment:

- Part 1 of your Dream Event Project: "Event Description"
 - Piece 1: You will describe, in a fair degree of detail, what your "dream event" will look like (5 W's: who, what, where, when, why). You do NOT have to describe how you will produce it, just yet!
 - Piece 2: As part of your event description you must indicate at least 5 stakeholders who would be interested in your event's success.

This assignment has a 2-page limit but you shouldn't need more than a couple of paragraphs. Be SPECIFIC! Turned in using WORD and is worth 15 points. The **BOTH pieces** are due on **Wednesday, January 22nd (11:59 p.m.)**

- Part 2 of your Dream Event Project: "Goals, Objectives, Participant Outcomes"

After reviewing the lecture on Goals, Objectives and Participant Outcomes:

 - Piece 1: Students will provide 4 management goals with two objectives for each goal.
 - Piece 2: It will also include 4 participant outcomes, each of them specific to the event, not any one goal. These should be written from first-perspective view of your event attendees, so use "I" statements.

This assignment, and the **TWO** pieces are due on **Friday, January 24th (11:59 p.m.)**. It must be turned in using WORD and is worth 15 points. The specific format is shown in the video and the assignment submission page.

- Part 3 of your Dream Event Project: Site Plan

Students to complete a webinar while learning how to use technology to create a floorplan of their event. We have partnered with AllSeated that will take students on a step by step tutorial of site design and culminate with a tangible certification to use towards professional development

Students must view the introduction video and follow the modules to create their site plan. The modules will take about 3 hours to complete, not including the time to design your site plan, so plan accordingly. You are encouraged to select a venue and add components that are aligned with your dream event vision so **you can use your final site plan on your PowerPoint presentation** at the end of the semester.

- By **Saturday, February 1st (11:59 p.m.)** you must have at least enrolled in the course. A screenshot of the confirmation email will suffice. This is worth 5 points.
 - You will work through the AllSeated program and a representative from AllSeated will grade it and either send you your certificate or offer comments of additional tasks that you missed and will need to update.
 - **Wednesday, February 26th (11:59 p.m.)**, you must submit the certificate, for the remainder 15 points.
- Part 4 of your Dream Event Project: Program Pieces
It is the “collateral” pieces that each participant receives AT the event. It needs to reflect your theming. There are many forms the program schedule can take. We will review some in class.
 - Piece 1: You will design an actual mock-up piece of collateral and it **MUST** be in color! Information should include the name of the event, the timeline for when people can expect various entertainment or programming to take place and anything else that you think would be important for a guest to know when they arrive at your event. If your event is large or a map of activities would be helpful, this would be a great place to include one. **DO NOT** simply show me a copy of something you would do that is already online. You do not have to pay for the software or final design. There are plenty of resources such as Canva that you can use. If you are asked to pay, simply take a screen shot and upload to your assignment.
 - Piece 2: If you are utilizing food, beverage and/or other vendors, how will they be incorporated into your event. Perhaps a listing of food vendors, or the menu for the event, maybe information on rides and pricing for each ride. This information should be described on a separate sheet.

So, there are **TWO** pieces to this 10-point assignment. It is due on **Friday, February 7th (11:59 p.m.)**

- Part 5 of your Dream Event Project: Animation Plan
 - Piece 1: You will develop a plan that takes your event from set up to take down, indicating tasks, times, who is responsible for making sure the task is completed, and where, that task is to take place, as well as additional notes of importance about that task.
 - Piece 2: Attached to the animation plan you will need a “checklist” of EVERYTHING “you” will need to bring or have brought to run the event. This does not include items you will rent. So, things such as zip ties, duct tape, extensions cords, etc.

So, **TWO** separate pieces make up this assignment! It is due on **Thursday, February 13th (11:59 p.m.)** This plan needs to be turned in using either WORD or EXCEL and is worth 15 points.

- Part 6 of your Dream Event Project: Marketing Strategy
 - Piece 1: You will discuss all marketing avenues that will be used and why they are being chosen. Use “real” names of print and mass media.
 - Piece 2: Please create an additional poster/flyer/invitation based on the 5 W's (should tie in with your theme and be visually appealing, simple and include a call to action (“for more information visit, or include a website, phone number or email address”). Your call to action could be how to purchase tickets if it is a paid event, or how-to RSVP.

So, this assignment has **two parts** the description of marketing strategies to be used completed in WORD and the marketing piece/marketing mix. Both are due **Monday, February 17th (11:59 p.m.)** for 15 points.

- Part 7 of your Dream Event Project: Event Budget (final piece)
The final piece is the “event budget.” It will be a line item budget containing all expenses and anticipated income. These should be realistic costs. If items are realistically going to be donated or borrowed then they need to be discussed in a “budget justification” appendix. **It is due on Thursday, February 20th (11:59 p.m.).** This assignment can be turned in using either WORD or EXCEL and is worth 10 points. The format (which will be discussed further in the Modules) must include the Matrix style: Item – Quantity - Unit Cost - Total Cost

All of the pieces of the Dream Event project will be turned in by **Saturday, February 22nd (11:59 p.m.)** If you had not turned in an original assignment you may also turn it in by this date for up to potentially half the point value. Any missing pieces will result in a 0 for each assignment not turned in.

Assignment 3: Event Observation

Over the course of the semester you will be conducting an observation on an event of your choosing. It may NOT be an event that is part of THIS class **or any other class for which you are receiving credit.** And, you MUST attend the event **THIS** semester. The purpose of this assignment is to focus your learning on event operations, participant behavior, and event marketing/public relations. There are MANY types of events. If you find an event but are unsure if you can use it for this assignment, feel free to email me and we can discuss it.

For this assignment, due **Monday, February 24, 2025 by 11:59 p.m.**, the allowable categories are:

Ethnic cultural street festivals (1 weekend or 1-day events)	Sports/Games tournaments (Waste Management Open)	Food Oriented Events (Chocolate Affair, Taco Festival, Pickle Festival)
Sports Race	Issue/cause awareness event	Age-specific oriented events
Fine Arts Products	Weddings or religious special ceremonies, 250+ people (NOT your own)	Holiday-related (NOT a family holiday)
Music Festivals/Concerts (Innings Music Festival)	Sporting 1-day events (NOT games that are part of league play, such as football, basketball or baseball)	
Examples of events that do NOT fit the criteria: • Wine night/Happy Hour at your local restaurant • Old Navy Sale • Reoccurring (weekly or monthly) Farmers Market • Spring Training Game/ Football Game • An event that happened prior to the semester beginning		

For the event you attend you are to focus your attention on the following aspects:

Marketing

- How do people find out about the event? Be specific as to the media and methods used. You WILL need to RESEARCH THIS!
- Are these means effective? Why or why not.
- What special methods (e.g., promotions, gimmicks) were used to attract and inform people?
- Where they effective? Why or why not.

Layout

- Describe the layout of the event, including vehicular and pedestrian pathways, food, support/comfort services, information provision, parking, and program areas.
- What methods were used to inform participants where certain areas were located?

Operations

- How was food incorporated into the event?
- Describe the use of decorations, including color choices, symbols, props, and placement of items. Make sure you reflect on the effectiveness of these areas on the experience of participants.
- Examine the area from a risk management perspective. What aspects looked like they promoted safety? What aspects could have caused problems?

Participants

- What attracted the participants' attention the most? Why do you think this is so?
- Did it appear that participants understood how to explore/attend the event? What specifically leads you to these conclusions?
- What, if any, items did you observe that negatively impacted the experience of the participants? How might these have been altered to make the experience more positive?
- What was one aspect that seemed to really help participants enjoy the event more?

On THE TOP OF THE FIRST PAGE you must include the following information:

- Name of the event and the location
- Date that you attended
- Time of attendance
- With whom did you attend with

At the END of the paper you must answer the following two questions:

- What did you learn from observing this event?
- How might this information be useful to you in your future professional endeavors?

You are encouraged to include digital pictures!

You should plan on taking plenty of notes on-site. You will use these notes later on to write your report. There is no set format for your paper but I would like the paper to be 3-4 pages MAXIMUM. You can include your observations in any order. I am looking for a paper that shows you put thought into your observations and you understand why certain things are done/take place as part of event management. You do not need to list the questions. You may write the paper as one integrated piece. Please remember, QUANTITY is no substitution for QUALITY and QUALITY does not come from 1-2-word answers.

Caveats for this project

It is STRONGLY encouraged that you attend these events with a friend and/or family member. She/he/they will help you enjoy the assignment more, plus, their eyes can help add to what is observed. You may not, however, attend with a classmate. This is an independent assignment. Even though you may be taking others with you, the paper is to be written by YOU alone. There are literally LOADS of events that will be taking place during this session. Lastly, enjoy yourself. This is an opportunity to expand your horizons. Attend events that are NEW to you!

Grading for this assignment is based on how well you answered the questions (50%), accuracy of your interpretations (20%), completeness of your answers (20%) and grammar and spelling (10%).

Assignment 4: PowerPoint Presentation of Dream Event Project

The last week of class you will be working on a PowerPoint presentation that showcases your semester long Dream Event project. While you spent the past 6.5 weeks working on your own Dream Event, your classmates were busy working on their own dream event. So, for this last Dream Event Assignment you will be developing a short PowerPoint display that includes: event description, goals, objectives and participant outcomes, your complete site plan, page one of your animation plan, your marketing collateral pieces, as well as highlights from your marketing strategy, and your program piece. You do not need to include your budget. You can arrange the information however you would like within your PowerPoint, but remember you are informing us - not just slapping something together.

After presenting the information I would like you to include a slide or two about what you learned by completing the project and what you might do differently if you were going to actually produce the event. This assignment is worth 50 points. **Due Thursday, February 27th (11:59 p.m.). THIS CAN BE DONE BY SHARING YOUR SCREEN AND RECORDING VIA ZOOM.**

Final Exam

The final exam will consist of 50 multiple choice and true/false questions based on lectures, videos and readings from the course. Please see instructions on Canvas for time limit. **Due Sunday, March 2nd (11:59 p.m.)**

Submitting Assignments

All assignments, unless otherwise announced by the instructor, **MUST** be submitted via Canvas. Each assignment will have a designated place to submit the assignment. Do not submit an assignment via email.

Grading

Grading Procedure

Grades reflect your performance on assignments and adherence to deadlines. Review individual assignments for grading criteria. Graded assignments will be available within one week of the due date via the Gradebook. Comments will be included of how to improve your assignment for the final presentation.

Grade Scale

This course uses a +/- grading system as defined below.

Grade	Percentage	Points Range
A+	400 - 388	A+
A	387 - 376	A
A-	375 - 360	A-
B+	359 - 348	B+
B	347 - 336	B
B-	335 - 321	B-
C+	320 - 304	C+
C	303 - 280	C
D	279 - 240	D
E	239 and below	E

My interpretation of grades is as follows:

A: Superior achievement/Excellent. Extraordinary effort. Obvious that work is very high in caliber and shows understanding/insight far beyond what is considered average for the course. Assignments are on time, complete, and free of excessive grammatical errors.

B: Above Average/Good. Strong effort obvious. Produces work that is better than average and shows above average understanding. Assignments are on time, complete, and free of excessive grammatical errors.

C: Average. Effort evident. Produces work that is fairly complete but does not demonstrate much effort beyond minimal requirements. Most assignments are on time, yet there are often numerous grammatical errors.

D: Passing. Have done what is minimally required and no more. Shows a general understanding of the topic. Assignments are unevenly written, weak.

E: Failure. Unacceptable work, very poor quality, fails to turn in assignments.

Citation Style

Students are required to use the citation style and format of the American Psychological Association (APA). Review the [APA Referencing and Citation Guide](#) or the [APA Citation Style tutorial](#). It is acceptable to cite legal materials (cases, statutes, regulations, etc.) in accordance with the style specified in *The Bluebook: A Uniform System of Citation* in all papers.

Communication

Students may refer to the instructor as Professor Tuchalski, Ms. Tuchalski or Mrs. Tuchalski. You can even use Professor T.

This course uses a “two before me” policy in regards to student to faculty communications. When questions arise during the course of this class, please remember to check these three sources for an answer before asking me to reply to your individual questions:

1. Course syllabus
2. Announcements in Canvas

This policy will help you in potentially identifying answers before I can get back to you and it also helps to avoid answering similar questions or concerns multiple times.

If you have questions of a personal nature such as relating a personal emergency, questioning a grade on an assignment, or something else that needs to be communicated privately, you are welcome to contact me via email or phone. My preference is that you will try to email me first. I will usually respond to email and phone messages from 8am to 5pm on weekdays, please allow 24 hours for me to respond.

Course Evaluation

Students are expected to complete the course evaluation. The feedback provides valuable information to the instructor and the college and is used to improve student learning. Students are notified when the online evaluation form is available.

Due Dates, Late, or Missed Assignments

Written assignments are to be submitted on the due date by the times specified (Arizona Time since Arizona does not observe Daylight Savings Time). Late submissions will not be accepted unless: (1) an extension was granted by the professor in advance of the due date; or (2) documentation of an unforeseeable excused absence (as assessed in the professor's sole discretion) is provided. Alternatively, the instructor reserves the right to accept a late assignment for good cause (even if that cause does not rise to the level of warranting an unforeseeable excused absence) and reduce the grade on the assignment by a full letter grade for each day the assignment is late.

Email

ASU email is an [official means of communication](#) among students, faculty, and staff. Students are expected to read and act upon email in a timely fashion. Students bear the responsibility of missed messages and should check their ASU-assigned email regularly. **All instructor correspondence will be sent to your ASU email account. Please ensure Canvas notifications are being sent to your email.** When emailing me, in the subject add PRM 145 along with your name.

Generative AI

Generative Artificial Intelligence (GenAI) is a form of artificial intelligence that can create high-quality audio, images, text, video, 3D models and other content. GenAI programs are not a replacement for human creativity, originality, and critical thinking. While adhering to any policies on the use of GenAI in this course, students utilizing GenAI content in their assignments, including in their practicum placements, must provide clear and comprehensive descriptions of the GenAI used. Students utilizing GenAI techniques should be aware of potential ethical implications and must adhere to relevant ethical guidelines and ensure that their work respects privacy and confidentiality. If the scholarly work involves human subjects, appropriate informed consent procedures must be followed. Scholarly work must be the student's own, and not present others' ideas, data, words or other material without adequate citation, i.e., any use of GenAI must not breach academic integrity and plagiarism standards. Students should be cautious of incorrect or inaccurate information, as well as bias in GenAI generated content; the use of person-first and bias-free language is critical. Review, fact-check, and edit material produced by GenAI. The student is ultimately accountable for all submitted work.

If you are in doubt as to whether you are using GenAI appropriately in this course, reach out to me.

Please adhere to the following policy when using GenAI in this course: GenAI tools such as ChatGPT may be used in this course, provided that you cite when and how you use the tool. Examples of citing AI language models are available at the ASU Library (<https://libguides.asu.edu/c.php?g=1311696&p=9700102>).

Syllabus Disclaimer

The syllabus is a statement of intent and serves as an implicit agreement between the instructor and the student. Every effort will be made to avoid changing the course schedule but the possibility exists that unforeseen events will make syllabus changes necessary. Please remember to check your ASU email and the course site often.

Warning of Course Content

At times, we may discuss material that may be disturbing—even traumatizing—to some students. This may include strong language (including swear words); graphic descriptions of or extensive discussions of crimes, victimization (including suicide, homicide, rape and sexual abuse, kidnapping, violent assaults, and drug abuse), or disaster scenarios; and depiction or discussion of discriminatory attitudes or actions. If you have experienced criminal victimization or some other type of trauma in your past, you should feel free to excuse yourself from the classroom during a discussion that causes you to experience distress. You will, however, be responsible for any material you miss or, alternatively, for an alternate assignment if you are unable to engage with the material. If you suffer from some form of post-traumatic stress that may be triggered by discussion of material, you are encouraged to formulate a plan for treatment with the relevant health advisers to work on preventing unexpected reactions to potentially triggering material. ASU student counseling services can be reached Monday through Friday from 8am to 5pm at 602-496-1155 or in the Historic Post Office Building, Suite 208. There is also a 24-hour ASU-dedicated crisis hotline at 480-921-1006.

Keep in mind that some discomfort is inevitable in classes because the goals of higher education include exposing students to new ideas; having students question beliefs they have taken for granted and grapple with ethical problems they have never considered; and, more generally, expanding their horizons so as to become informed and responsible democratic citizens. You may become frustrated from time to time as you struggle with viewpoints that differ from your own. Even if you have previously experienced some form of trauma or victimization, this course may offer you the benefit of helping to understand behaviors in a manner that allows you to process what may have occurred in your past and move forward in your recovery.

Course Policies

For information regarding course and college policies, please refer to the [Course Policies link](#) on the course menu. Students are responsible for reviewing and complying with all ASU policies. In this page, you will find important information related to the following:

- Academic Integrity
- Accessibility
- Attendance, including accommodations.
- Conduct
- Student Success Resources

Module Learning Objectives

Module 1: So, what is event management?

In this first module we will work on learning about the events industry and the various people involved. You will be submitting the first two parts of your Dream Event assignment. After this first module is completed we will begin to focus on some very specific parts of event management. But first, let's get a firm understanding of what we mean when we talk about special events!

- Learning Objectives: By the end of this module, students will be able to:
 1. Differentiate among at least 10 different special event categories
 2. Identify at least 5 different stakeholders for their Dream Event as evidenced in their first Dream Event description assignment
 3. Develop goals, objectives and participant outcomes for their second Dream Event assignment

Module 2: Professional roles, operations, and site design

In this module, we will dive into the role of event management, including reviewing some of the challenges one can expect in the field. The remainder of the module will start our detailed analysis of specific areas within the delivery of meaningful special events. The first two areas of focus are event operations and event site/venue design and management.

- Learning Objectives: By the end of this module, students will be able to:
 1. Construct a SWOT analysis for their Dream Event
 2. Demonstrate an understanding of event operations by beginning the process of creating their Dream Event Site Design layout assignment

Module 3: Programming, volunteers, and animation plan

In this module, we continue our exploration of event management topics through an in-depth look at event programming, volunteer management and development of animation plans. You will complete two more parts of the Dream Event assignment: the program piece and the animation plan. You will also have the opportunity to analyze how events have been portrayed in the movies.

- Learning Objectives: By the end of this module, students will be able to:
 1. Differentiate between formal and informal event programming
 2. Demonstrate knowledge of the components of a successful Event Program collateral through your Dream Event Program piece assignment
 3. Determine the necessary training and staffing needs of events
 4. Develop a detailed animation plan
 5. Discuss how events have been depicted in the movies

Module 4: Marketing, branding sponsorship, and merchandise!

This module takes an in-depth focus on event marketing, branding, sponsorship and merchandising. These are all essential functions that enhance the visibility of an event. During this module, you will be turning in a marketing plan for your dream event.

- Learning Objectives: By the end of this module, students will be able to:

1. Demonstrate understanding of event marketing and apply it to your Dream Event in the form of a Marketing Strategy
2. Identify key items that influence an event's brand
3. Differentiate among the different levels and types of event sponsorship
4. Describe how merchandise can increase an event's bottom line

Module 5: Budgeting, permitting, vendors, and contracts

This module focuses on budgeting, permitting and working with vendors. Specifically, we will be reviewing event budgets and how they significantly can impact the success of the overall event. In relation to working with vendors, we will review key components to take into consideration when contracting them and utilizing them for events. During this module, you will be turning in your dream event budget.

- Learning Objectives: by the end of this module, students will be able to:
 1. Demonstrate knowledge of event line item budgeting by creating a budget for the dream event project
 2. Identify how to secure a Special Event permit for use of public spaces
 3. Demonstrate the role of vendors and subcontractors in events

Module 6: Risk management, alcohol management, and crowds!

This is the last module for new content. During this module, we will focus on making sure your event is safe through risk management, alcohol management, and working with crowds and security. During this module, you will be turning in your event observation assignment and also answering the last discussion assignment regarding worst-case scenarios.

- Learning Objectives: by the end of this module, students will be able to:
 1. Identify risks associated with events and how to plan for them
 2. Discuss the importance of alcohol management relative to event production
 3. Discuss the roles of security and crowd control for a variety of types of events

Module 7: Putting it all together and testing your knowledge!

In this final module, we will pull everything together and assess your understanding of the class. It has been a pleasure working with you during this session and I hope our paths will cross again!

- Learning Objectives: By the end of this module, students will be able to:
 1. Synthesize all of the class material into appropriate responses as demonstrated through a final exam
 2. Share the highlights of your Dream Event assignment through a narrated Power Point presentation

Pacing, and Content Availability

This Course Uses “Requirements” and “Prerequisites” to control access to modules. In other words, certain tasks in one module must be completed before students will have access to a subsequent module. Requirements are conditions that must be completed for students to complete a module. Requirements include viewing particular pages in a module, completing assignments, or contributing to discussions, and so on. Prerequisites are conditions that must be completed for students to begin a module. Prerequisite conditions check whether students have completed particular requirements. Some prerequisites may be set to require completion of multiple requirements, thereby making students complete multiple tasks before being able to see new materials.

Course Structure and Schedule

This course is a fully online course, with no required meetings. Below you will find an outline of material we may cover. We may vary from this schedule. Therefore, use this schedule with the caveat that the readings and assignments may be changed by the professor for any given class session.

ACTIVITIES/ASSIGNMENTS	POINTS	DUE DATE
MODULE 0.5		
TOPICS: Welcome, Syllabus Review, Academic Integrity		
Readings and videos: Tips for Success		
Assignments: Syllabus Quiz (mandatory)	0	January 14, 2025
Academic Integrity Agreement (mandatory)	0	January 14, 2025
Introduce yourself	20	January 16, 2025
MODULE 1		
TOPICS: Groundwork for event management, what is event management, stakeholders, celebrations, goals, objectives and participant observations		
Readings and videos: *See Canvas for all readings and video lectures	--	--
Assignment(s):		
Discussion #1 – Collective Joy and Collective Pain	20	January 17, 2025 January 19, 2025
Part 1 of Dream Event Project: Event Description	15	January 22, 2025
Part 2 of Dream Event Project: Goals, objectives and participant outcomes	15	January 24, 2025
MODULE 2		
TOPICS: Understanding event organizations and operations, professional roles, organizations and mission statements, event challenges, SWOTS, event operations, enhancing visitor experiences, site/venue design		
Readings and videos: *See Canvas for all readings and video lectures	--	--
Assignment(s):		
Discussion #2 - SWOT analysis for Dream Event	20	January 28, 2025 January 30, 2025
Part 3 of Dream Event Project: Site Plan	20	February 1, 2025 February 26, 2025

MODULE 3 TOPIC: Event experiences, programming, staffing, and animation plans, creating event experiences 1 & 2, event programming, program life course, event leadership, working with volunteers, animation plans		
Readings and videos: *See Canvas for all readings and video lectures	--	--
Assignment(s): Discussion #3 - Events in the movies	20	February 3, 2025 February 5, 2025
Part 4 of Dream Event Project: Program Pieces	10	February 7, 2025
Part 5 of Dream Event Project: Animation Plan	15	February 13, 2025
MODULE 4 TOPIC: Marketing, sponsorship and merchandise, event marketing, event branding, sponsorship, merchandise		
Readings and videos: *See Canvas for all readings and video lectures	--	--
Assignment(s): Part 6 of Dream Event Project: Marketing Strategy	15	February 17, 2025
MODULE 5 TOPIC: Budgets, permits and vendors, budgeting, permitting, working with subcontractors and vendors		
Readings and videos: *See Canvas for all readings and video lectures	--	--
Assignment(s): Part 7 of Dream Event Project: Event Budget	15	February 20, 2025
MODULE 6 TOPIC: Risk Management, Alcohol Management, crowds, risk management, alcohol management, working with crowds and security		
Readings and videos: *See Canvas for all readings and video lectures	--	--
Assignment(s): Discussion #4: Worst Case Scenarios	20	February 21, 2025 February 23, 2025
Event Observation	50	February 24, 2025

MODULE 7		
TOPIC: Presentation and final exam		
Readings and videos: *See Canvas for all readings and video lectures	--	--
Assignment(s): Dream Event Presentation	50	February 27, 2025
Final Exam	100	March 2, 2025

Final exams (or similar summative assessments) ***must*** be administered during the designated final exam period. For courses taught during Session A or B, the final exam period is generally the last of classes. For more information, consult ASU's official policy on final exams at this link: <https://public.powerdms.com/ASU/documents/1541224>).