HTRM 233 Event Management  Outcomes

This is a hands-on, skills oriented course. Upon completion of this course, students should be able to:

The first statement lists the outcome and the second statement lists the benchmark.

1. Create an event budget. Each student creating their own budget for a focus event with identified sources for budget numbers will achieve this outcome.

2. Develop an event plan that includes event design, mission statement of the event, and event timeline. Designed as a proposal for a potential client, students will each develop their own proposals for a focus event.

3. Develop a staffing and volunteer recruitment plan describing necessary committee chairs and job descriptions. Students will develop the plan for their focus event, and then experience an event from a volunteer’s perspective.

4. Provide a marketing plan that includes advertising, publicity, and public relations, as well as a strategy for gaining event sponsors. Students will develop a paper that outlines marketing using the tools that have been given through in-class lecture and research.

5. Describe legal issues affecting an event. Students will research any potential legal issues for their focus event through in-class lecture and research.

6. Develop a plan for crowd management, security, safety and emergencies. Students will research this area for a focus event.

7. Debrief an event for future improvements. This will be demonstrated through the final report on volunteer experiences.