

**SYLLABUS**  
**COMM 312 Special Event Planning Spring 2020**  
**Room 014, School of Communication, 51 E. Pearson**  
**Thursdays 7:00-9:30 p.m.**

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Office hours – by appointment before class

**Course Description:**

The course is an introduction to the fundamentals of event planning. It will focus on the strategy and purpose of events in the context of marketing and communications. Students will learn to critically assess an event and determine if an event was successful in achieving its objectives. Students will hear from industry professionals about various facets of event planning. They will also be expected to participate in attending and planning events to gain firsthand experience.

**Learning Objectives:**

- What makes up an event including vendors, venues, and programming
- Understand the logistics and details that go into event planning, and apply it to real-world events
- Identify target audiences for events and what that means for planning and promoting events
- Gain insight on the financials, strategies, and goals behind events
- Develop a critical mind toward events to assess its success and effectiveness
- Participate in real events to experience and learn firsthand
- Plan an event

**Expectations:**

- Come prepared each class and ready to participate
- Be professional, punctual and meet deadlines
- Be curious and ask lots of questions for the sake of learning
- Be respectful of your classmates and any visitors
- Avoid disruptions and distractions that would impede your learning as well as others
- Be in the driver's seat of your own learning experience; take responsibility and have fun
- Be flexible and adaptable

**Changes to this Syllabus and Course Work:**

The instructor reserves the right to modify and/or substitute coursework, including lecture content and assignments, to optimize learning. This is especially important to accommodate the busy schedules of our guest lecturers, and to allow for special learning opportunities to emerge as the class unfolds.

### **School of Communication Statement on Academic Integrity:**

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents. These examples of academic dishonesty apply to both individual and group assignments. Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
- Attempting to change answers after the examination has been submitted;
- Taking an examination by proxy. Taking or attempting to take an exam for someone else is a violation by both the student enrolled in the course and the proxy.
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom;
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;

- Submitting as one's own another person's unpublished work or examination material;
- Allowing another or paying another to write or research a paper for one's own benefit; or
- Purchasing, acquiring, and using for course credit a pre-written paper.
- Submitting the same work for credit in two or more classes, even if the classes are taken in different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at [https://www.luc.edu/academics/catalog/undergrad/reg\\_academicintegrity.shtml](https://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml) .

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the Associate and Assistant Deans of the School of Communication. Instructors must provide the appropriate information and documentation when they suspect an instance of academic misconduct has occurred. The instructor must also notify the student of their findings and sanction.

The Associate and Assistant Deans of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at: [http://www.luc.edu/academics/catalog/undergrad/reg\\_academicgrievance.shtml](http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml) .

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.

**Student with Special Accommodations:**

Any student with a learning disability who needs special accommodation during exams or class periods should provide documentation from the Student Accessibility Center confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates.

**Managing Life Crises and Finding Support:**

Should you encounter an unexpected crisis during the semester (e.g., securing food or housing, addressing mental health concerns, managing a financial crisis, and/or dealing with a family emergency, etc.), I strongly encourage you to contact the Office of the Dean of Students by submitting a CARE referral ([LUC.edu/csaa](http://LUC.edu/csaa)) for yourself or a peer in need of support. If you are uncomfortable doing so on your own, please know that I can submit a referral on your behalf – just email me or schedule a meeting with me during office hours. To learn more about the Office of the Dean of Students, please find their websites here: [LUC.edu/dos](http://LUC.edu/dos) or [LUC.edu/csaa](http://LUC.edu/csaa). The phone number is 773-508-8840 and email is [deanofstudents@luc.edu](mailto:deanofstudents@luc.edu).

**Harassment:**

Sexual Harassment is defined as unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature. Loyola University Chicago will not tolerate it by faculty, students or other employees, and will attempt to take prompt corrective action against any sexual harassment by or of its students, faculty and employees. Persons who believe they have been harmed by harassment of this kind should bring the conduct to the attention of the School of Communication dean's office. All complaints are taken seriously and no one reporting them will suffer reprisal or retaliation from the university. Such complaints will be treated in confidence to the extent feasible, given the need to conduct a thorough investigation and take corrective action.

It is unacceptable and a violation of university policy to harass, discriminate against or abuse any person because of his or her race, color, national origin, gender, sexual orientation, disability, religious, age or any other characteristic protected by applicable law. Such behavior threatens to destroy the environment of tolerance and mutual respect that must prevail for this university to fulfill its educational mission.

Discrimination is adverse treatment of a person or group based on protected categories and not on individual merit. Abuse is oral, written or physical conduct directed at a person based on characteristics protected by law, where the offensive behavior is intimidating and/or demeaning. It may include verbal slurs, invectives or epithets. Harassment differs from abuse insofar as it is repeated and persistent behavior of a similar nature. It also includes unwanted physical advances or intimidations and the display of visual materials that defame, demean or humiliate.

Behavior of this kind is not tolerated by Loyola University Chicago and should be reported to the School of Communication dean's office. Such complaints will be treated in confidence to the extent feasible, given the need to conduct an investigation and take corrective action.

See <https://www.luc.edu/policy/humanresourcespolicies/> for more information.

**Deadlines:**

January 21st	Late and change registration ends, Last day to withdraw without a "W" grade
January 27th	Last day to convert from credit to audit or vice versa, and last day to request or cancel pass/no pass option
March 23rd	Last day (5:00 p.m.) to withdraw with a grade of "W", after this date, the penalty grade of "WF" is assigned

See [https://www.luc.edu/academics/schedules/spring/academic\\_calendar.shtml](https://www.luc.edu/academics/schedules/spring/academic_calendar.shtml) for more important deadlines and dates.

**Deadlines and Make-ups:**

Assignments must be on time and submitted to the instructor on the required date and time. All assignments must be free of all spelling and grammar errors. If you are absent from class, the assignment is STILL due on the required due date and time.

Assignments will be docked 1 point for being late up to 7 hours after deadline, 3 points up to 24 hours, and 5 points maximum if over 24 hours late. The only acceptable exemption would be an official written communication from the Dean's office, health services, or another internal Loyola department. Unacceptable excuses include - but not limited to - not feeling well, job/intern conflict, scheduling conflict, personal travel, misunderstanding the assignment, email inbox issues, or any other technology issues.

For any in-class quizzes, there are no make-ups without prior approval and it must be made up within 5 days (or can be taken early).

**Attendance and Lateness:**

See expectations above - be on time and ready to participate. Take responsibility for your learning by being punctual, prepared and engaged. Absences, lateness, and a lack of participation will affect your final grade but, more importantly, it will impact what you get out of the class.

That being said, emergencies and extenuating circumstances happen. If you must miss a class, email the instructor no later than 3:00pm the same day as the class. As outlined above, though, you are not excused from any deadlines and any participation points will be lost for that class.

**Grade Scale:**

A:	300-282 points	C:	233.9-219 points
A-:	281.9-270 points	C-:	218.9-210 points
B+:	269.9-264 points	D+:	209.9-204 points
B:	263.9-249 points	D:	203.9-189 points
B-:	248.9-240 points	D-:	188.9-180 points
C+:	239.9-234 points	F:	179.9-0 points

Assignment Grading: Course assignments and exams will be reviewed with the following in mind:

A = Excellent. The work demonstrates comprehensive and solid understanding of course material and presents thoughtful interpretations, well-focused and original insights, and well-reasoned analysis. "A" work includes skillful use of source materials when appropriate and illuminating examples and illustrations. "A" work is fluent and thorough.

B = Good. The work demonstrates a complete and accurate understanding of course material, presenting a reasonable degree of insight and broad level of analysis. Work reflects competence, but stays at a general or predictable level of understanding. Source material, along with examples and illustrations are used appropriately. "B" work is reasonable, clear, appropriate and complete.

C = Adequate/Fair. The work demonstrates a basic understanding of course material but remains incomplete, superficial or expresses some important errors or weaknesses. Source material may be used inadequately or somewhat inappropriately. The work may lack concrete, specific examples and illustrations and may be hard to follow or vague.

D = Unsatisfactory. The work demonstrates a serious lack of understanding and fails to demonstrate the most rudimentary elements of the course assignment. Sources may be used inappropriately or not at all. The work may be inarticulate or extremely difficult to read.

**Class Schedule:**

<b>Class</b>	<b>DATE</b>	<b>TOPIC</b>	<b>HOMEWORK</b>
1	1/16	·Introductions ·Learning Objectives and Course Overview	·Research 3 events you would actually go to be, submit your research by 5pm, Tuesday, 1/21
2	1/23	·Defining Special Events ·Types of Events ·The Components of Events: who, what, when, where, and why	
3	1/30	·Purpose of Events ·The Business Behind Events ·Budgeting	·Go to an event and submit answers to questions by 5pm, Tuesday, 2/18
4	2/6	·Elements of a Good Plan ·Checklists, Run of Show, Timeline	·Study for quiz ·Come up with at least three questions for guest speaker and submit by 5pm, Tuesday, 2/11
5	2/13	·Quiz ·Venue field trip ·Planning an event	·Come up with at least three questions for guest speaker and submit by 5pm, Tuesday, 2/18
6	2/20	·Guest: Gabe Corondo (Flower and Garden Show)	·Come up with at least three questions for guest speakerz and submit by 5pm, Tuesday, 2/25
7	2/27	·Guest: Ben Smock/Beth Bracco	·Come up with at least three questions for guest speaker and submit by 5pm, Tuesday, 3/10
X	3/5	<i>NO CLASS - Spring Break</i>	· <i>Enjoy your time off</i>
8	3/12	·Guest: Joel Morales	·Come up with at least three questions

			for guest speaker and submit by 5pm, Tuesday, 3/17 ·Write reflective essay after volunteering and submit by 5pm, Tuesday, 3/24
	<b>3/18-3/22</b>	<b>Flower and Garden Show</b>	<b>Be a great, hard-working and observant volunteer; be ready to discuss in class</b>
9	3/19	·Guest: Ashley Gordon	Start you event presentation, due by 5pm, 4/14
10	3/26	·Flower and Garden debrief ·What makes a good planner	
11	4/2	·Guest: Nicole Ettenhofer ·Dos and don'ts of presentations	
X	4/9	<i>NO CLASS - Easter Break</i>	<i>·Enjoy your time off</i>
12	4/16	Presentations	
13	4/23	Presentations	
X	4/30	NO CLASS	No final

### Assignments:

Research three events	Research events in the next 3-4 weeks you would go to	10 points
Go to event and report	Answer standard 14 questions about event	25 points
Quiz	Testing your comprehension of the fundamentals of event planning plus the strategic and financial side of events	30 points
Volunteer Experience	Participate in Flower and Garden Show	25 points
Reflection	Essay reflecting on volunteering; what did you	30 points

Essay	experience and take away from the event	
Presentation	Dream up an event and present on its planning/execution	50 points
Participation	You will get more out of the class, the more you put in. 10 points per class for being present, on-time, prepared to learn, paying attention, engaging in discussions, and asking good questions	130 points
Total		300 points