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Fall 9-2015

### BMGT 401.01: Event Management

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## **BMGT 401.01: Event Management (Fall 2015)**

### *Course Syllabus*

<b>Instructor:</b>	Mike Morelli
<b>Office:</b>	GBB 336
<b>Office Tel:</b>	(406) 243.5810
<b>Email:</b>	mike.morelli@umontana.edu
<b>Office Hours:</b>	M-Th 1:00 PM – 2:00 PM
<b>Class Time:</b>	MW 2:10 PM – 3:30 PM
<b>Classroom:</b>	GBB 122
<b>Credits:</b>	3 hours
<b>Grading:</b>	Contract (No CR/NCR available) See below

***Please Note: This syllabus and this schedule are subject to change depending on guest speaker availability, additional events, and other extenuating circumstances.***

### **Course Overview**

Welcome to Event Management. This course is designed to provide you with some of the tools for better understanding the processes involved in the conceptualization, development and production of live events.

Throughout the course we will maintain an emphasis on applying our knowledge to realistic and relevant problems faced by entertainment professionals. We will have multiple distinguished Guest Lecturers in the course over the semester. These Guest Lectures come from across the United States and from a variety of perspectives in regard to event management.

It is only when you have experienced applying your knowledge to actual problems that you can readily see your strengths and weaknesses, and perhaps more importantly recognize that no single approach is appropriate for all situations. To this end you will be tasked with spending a minimum of 4 volunteer hours outside of the course in a non-profit organization in a capacity determined (greatly) by the needs of event organizers and (to a lesser degree) your own interests. For your own sake, I ask you to keep an open mind and understand that this requirement is specifically designed to take you out of the classroom and into the community in order to meet the needs of real events.

The Final Project, which is due November 20 (the week before Thanksgiving), will demonstrate your ability to develop an Event Series of your own, using the tools and knowledge presented to you throughout the semester.

### **Course Learning Goals**

BMGT 401 students will be expected to:

1. Understand basic framework of planning an event.
2. Demonstrate ability to execute events through project.
3. Understand industry trends based on guest lecturers' expertise.

4. Demonstrate ability to collaborate for event execution through volunteer activities.
5. Evaluate events for effectiveness and success based on unique goals.

### **School of Business Administration Mission Statement and Assurance of Learning**

The University of Montana's School of Business Administration enhances lives and benefits society by providing a world-class business education in a supportive, collegial environment.

We accomplish this mission by acting on our shared core values of creating significant experiences, building relationships, teaching and researching relevant topics, behaving ethically, and inspiring individuals to thrive.

As part of our assessment process and assurance-of-learning standards, the School of Business Administration has adopted the following learning goals for our undergraduate students:

Learning Goal 1: SoBA graduates will possess fundamental business knowledge.

Learning Goal 2: SoBA graduates will be able to integrate business knowledge.

Learning Goal 3: SoBA graduates will be effective communicators.

Learning Goal 4: SoBA graduates will possess problem solving skills.

Learning Goal 5: SoBA graduates will have an ethical awareness.

Learning Goal 6: SoBA graduates will be proficient users of technology.

Learning Goal 7: SoBA graduates will understand the global business environment in which they operate.

### **ADA Accommodation Statement**

Students with disabilities may request reasonable modifications by contacting me. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). "Reasonable" means the University permits no fundamental alterations of academic standards or retroactive modifications. For more information, please consult <http://www.umt.edu/disability>.

### **Academic Misconduct Statement**

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. The University of Montana Student Conduct Code specifies definitions and adjudication processes for academic misconduct and states, "Students at the University of Montana are expected to practice academic honesty at all times." (Section V.A., available at [http://www.umt.edu/vpsa/policies/student\\_conduct.php](http://www.umt.edu/vpsa/policies/student_conduct.php)). It is the student's responsibility to be familiar the Student Conduct Code. You are also expected to abide by the SoBA Code of Professional Conduct at <http://www.business.umt.edu/Soba/SoBAEthics/CodeofProfessionalConduct.aspx>

Although you are encouraged to discuss course readings, lectures, etc. with one another, all individual-level assignments should be by the individual student. Neither the University of Montana nor I will tolerate academic dishonesty. Therefore, at minimum, if you cheat on an assignment or exam, you will receive an F in this course. Moreover, plagiarism, defined as quoting or paraphrasing passages from other sources and then placing them in your paper(s) without referencing the original source, also constitutes cheating in this course.

### **Equal Opportunity and Affirmative Action Office and Disability Services Statement**

The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students. If you think you may have a disability adversely affecting your academic performance, and you have not already registered with Disability Services, please contact Disability Services in

Lommasson Center 154 or 406.243.2243. I will work with you and Disability Services to provide an appropriate modification.

### **Email**

According to University policy, faculty may only communicate with students regarding academic issues via official UM email accounts. Accordingly, students must use their umontana.edu accounts. Email from non-UM accounts will likely be flagged as spam and deleted without further response. To avoid violating the Family Educational Rights and Privacy Act, confidential information (including grades and course performance) will not be discussed via phone or email.

### **Course Requirements and Assignments**

**Class Attendance:** You will be given two unexcused absence for the whole semester (please use them wisely). You are required to attend all other classes unless you receive prior and documented approval from the instructor. Extenuating circumstances must be discussed with your instructor on a case by case basis. It is the student's responsibility to initiate discussion either through email or face to face within 72 hours of the missed class to determine excused/unexcused status. For each additional unexcused class that you miss you will drop one-half letter grade.

**Class Participation:** You are required to actively participate in class assignments; these may be individual, group, or class assignments. Your participation will be based on the quality of your contributions, the level of professionalism you demonstrate, and the value added to each assignment. On guest lecturer days you are required to dress a minimum of business casual. This shows your respect for the industry leaders who are coming to Missoula to share their knowledge.

**Exams:** You will have two exams in the course. These exams will consist of multiple-choice questions, and possibly short-answer questions, taken from the discussion boards. Exams may only be taken in Moodle unless reasonable and appropriate accommodation is called for through documentation with The Equal Opportunity and Affirmative Action Office and Disability Services for Students .

**Artist Development Project:** You will be working in conjunction with UM Alumni and program Co-Founder James Yelich on a very specific project which uses your talents and time to help enhance the prospects of emerging artists. The specifics of the project will be detailed later in the course.

**Community Volunteer hours:** Over the course of the semester you are required to volunteer a minimum of 4 hours outside of the course in a non-profit organization in a capacity determined (greatly) by the needs of event organizers and (to a lesser degree) your own interests. For your own sake, I ask you to keep an open mind and understand that this requirement is specifically designed to take you out of the classroom and into the community in order to meet the needs of real events. You will be required to post on the Discussion Board in Moodle a brief impression of the event and your role in its execution.

**Discussion Postings:** Following each Guest Lecturer you will have 72 hours to post your thoughts on the lecture in the Moodle discussion area. These postings should reference the lecture with direct quotes, relate to your own experiences in some way, be thoughtful and respectful, and be grammatically correct. In addition, you will respond to at least one other student's posting in a thoughtful and respectful manner.

**Final Project:** Based on lectures, discussion boards, and outside class experience where applicable, you will produce a document detailing what job, and in what type of venue, you might like to hold in the entertainment industry. You are required to use outside sources and to work with the Writing Center (LA 144) on campus.

**Final Project Outline:** Due by email, November 2 at 5:00pm

**Final Project:** Due by email December 7 at 5:00pm

*Requirements for this presentation will be posted to Moodle. Final Project may use Pollstar and Celebrity Access databases; access to databases available through mandatory purchase of resource pack.*

**Course Materials:** Every registered student of Entertainment Management is required to purchase a Resource Pack, available at The Bookstore. One Resource Pack is required per semester, per student, regardless of how many Entertainment Management classes for which you are registered (example: If you are registered for BMGT 401 and BMGT 402, you will only need one resource pack; however, you will be required to purchase a new one if you enroll in Entertainment Management courses next semester). This Resource Pack gives you access to all class materials, to all tools necessary to complete projects, to our guest instructors who are industry professionals and experts, to industry relevant subscriptions and databases, to job and internship opportunities available only to Entertainment Management students, and to our Entertainment Program's Instructional Center. Students must present the purchased Resource Pack to Mike Morelli by Monday, September 7, or will be dropped ½ letter grade automatically.

### **Course Grading:**

This is a Contract Grading course. At the end of this document you will find Contracts which specifically state what you will do in order to earn your grade in this course. As with any course, your actions will determine your grades. Failure to meet your contractual obligations will result in clearly defined penalties. Going beyond your contractual obligations may or may not result in raising your grade. If you exceed your obligations it is your responsibility to call your action to the attention of the instructor and attempt to renegotiate your contract. However, if you are on track to earn an A and you far exceed the criteria to do so, I can still only record an A. However, if you are on a B contract and meeting the criteria for A work, you will file a request to renegotiate your contract with me and we will go through the criteria together.

### **Schedule of Classes**

Monday, August 31	Introduction, Syllabus, discuss course basics Student Behavior - <b>QuestMT – Ren Neuman Volunteer activities</b> (An Ongoing class project) What is an event? - A broad overview – Expectations Murphy's Laws and Events: What Can Go Wrong Will
Wednesday, September 2	<b>Cassidy Green - Montana Food Bank</b> Creating realistic events, roles and requirements, Final Project discussion <i>Final day to turn in course contracts</i>
Monday, September 7	Labor Day Holiday - no class
Wednesday, September 9	<b>Leif Christian – Zoofest : UM Productions - work opportunities.</b> Venues, venues, venues, Pollstar and Celebrity Access
Monday, September 14	<b>Scott Osburn–Highland Concerts</b> Discussion posting due 9/17
Wednesday, September 16	Riders & Contracts: With what do I really need to follow-through?
Monday, September 21	<b>Montana Food Bank event – class participation required</b>
Wednesday, September 23	<b>Eric Manegold–Zonar Systems &amp; Olivia Shjeflo–Honest Tea:</b> Alums and

successes

Monday, September 28	Timelines: How a properly created plan can save you from headaches
Wednesday, September 30	How am I going to pay for this?: Budgeting, Pollstar & Celebrity Access
Monday, October 5	<b>John Soss–Jam Productions:</b> Concerts and Concert Flow
Wednesday, October 7	Project Workshop: What Questions Do You Have?
Monday, October 12	I can get money from where?: Revenue streams - earned, unearned, other realities
Wednesday, October 14	Social Media Marketing: Enhancing Your Event, Not Over Exposing
Monday, October 19	<b>Danny Spitzer-Bren Events Center UC Irvine &amp; Mark Carillo- CSC Security</b>
Wednesday, October 21	Just Because You Can Doesn't Mean You Should: Resource realities <i>Midterm opens online October 21, 3:30 pm – Closes October 25, 11:59 pm</i>
Monday, October 26	Discuss Midterm Exam taken online prior to Monday. Results, trends, questions on Final Project
Wednesday, October 28	<b>Troy Blakely-APA: The role of the agent</b>
Monday, November 2	Now who am I working with?: Venues, Vendors and Events <i>Final Project Outline due through Moodle by 5:00 pm</i>
Wednesday, November 4	Who has the muscles?: Security planning Insurance: Preparing for disaster & saving your savings account
Monday, November 9	<b>Dave Glowacki: Kent State Tuscarawas – Safety, OSHA, Disasters in the making</b>
Wednesday, November 11	Longevity: Turning one-time events into an annual offering
Monday, November 16	My classmates do what?: Current UMEM students display success Current student panel
Wednesday, November 18	<b>Maria Brunner-Insight Management: producing Complex Events</b>
Monday, November 23	Final Project research outside class
Wednesday, November 25	<b><u>No Class – Student Travel Day</u></b>
Monday, November 30	Artist Development Project

Wednesday, December 2

Artist Development Project

Monday, December 7

Current events: What's going on in the entertainment industry?  
*Final Project Due through Moodle*

Wednesday, December 9

Graduate Student Presentations

Course Wrap-Up

*Online Final Exam Opens December 9 @ 3:30 pm closes December 13 @ 11:59 pm*

**There will be no exam during the scheduled final time**

# “A” Contract

I, \_\_\_\_\_, understand that an A exemplifies “Excellent” work and demonstrates a mastery of the material in addition to a passion for the subject. I will earn an A in BMGT 401 by successfully completing the following tasks:

Please Initial

- \_\_\_\_\_ 1. Attendance: I will have no more than 2 unexcused absences in the course
- \_\_\_\_\_ 2. Class Participation: I will actively participate in class discussions
- \_\_\_\_\_ 3. I will dress respectfully on Guest Lecturer days, at least Business Casual
- \_\_\_\_\_ 4. I will earn at least 90% or greater on both the midterm and final. I understand my overall grade will decrease if I fail to earn these grades
- \_\_\_\_\_ 5. I will volunteer at least 10 hours for a local non-profit event. I understand this is In addition to the 9/21 Montana Food Bank required, and subsequent, events. I will find additional events with which to satisfy this requirement should I need to do so to fulfill my hours requirement and will post in the approved format in the Discussion Boards to detail my work
- \_\_\_\_\_ 6. I will complete all Artist Development Project tasks at an excellent standard
- \_\_\_\_\_ 7. I will submit my Final Project Outline by email to my instructor on time. I will work with the Writing Center on my Final project and submit evidence of doing so to my Instructor. I will complete the Final Project at an excellent standard with no more than 3 technical errors
- \_\_\_\_\_ 8. I will complete training with the Adams Center/UM productions, to work shows. I understand it is not a requirement to work events, but any events I work through either entity has the potential to improve my grade in the course
- \_\_\_\_\_ 9. I have read, understand, and agree to the terms of the syllabus

Should I fail to complete any of the above contracted items I will lose one half letter grade per missed item. More than 2 missed items will require a renegotiation of contract with my Instructor.

\_\_\_\_\_  
Student

\_\_\_\_\_  
Date

\_\_\_\_\_  
Instructor

\_\_\_\_\_  
Date



## “B” Contract

I, \_\_\_\_\_, understand that B exemplifies “Above Average” work and demonstrates a knowledge of the material in addition to an interest in the subject. I will earn an B in BMGT 401 by successfully completing the following tasks:

Please Initial

- \_\_\_\_\_ 1. Attendance: I will have no more than 2 unexcused absences in the course
- \_\_\_\_\_ 2. Class Participation: I will actively participate in class discussions
- \_\_\_\_\_ 3. I will dress respectfully every Guest Lecturer day, at least Business Casual
- \_\_\_\_\_ 4. I will earn at least 80% or greater on both the midterm and final. I understand my overall grade will decrease if I fail to earn these grades
- \_\_\_\_\_ 5. I will volunteer at least 7 hours for a local non-profit event. I understand this is In addition to the 9/21 Montana Food Bank required, and subsequent, events. I will find additional events with which to satisfy this requirement should I need to do so to fulfill my hours requirement and will post in the approved format in the Discussion Boards to detail my work
- \_\_\_\_\_ 6. I will complete all Artist Development Project tasks at a high standard
- \_\_\_\_\_ 7. I will submit my Final Project Outline by email to my instructor on time. I will work with the Writing Center on my Final project and submit evidence of doing so to my Instructor. I will complete the Final Project at an above average standard with no more than 3 technical errors
- \_\_\_\_\_ 8. I will complete training with the Adams Center to be available to work shows
- \_\_\_\_\_ 9. I have read, understand, and agree to the terms of the syllabus

Should I fail to complete any of the above contracted items I will lose one half letter grade per missed item. More than 2 missed items will require a renegotiation of contract with my Instructor.

\_\_\_\_\_  
Student

\_\_\_\_\_  
Date

\_\_\_\_\_  
Instructor

\_\_\_\_\_  
Date

## “C” Contract

I, \_\_\_\_\_, understand that C exemplifies “Average” work and demonstrates some knowledge of the material and a desire to achieve a passing grade in the subject. I will earn a C in BMGT 401 by successfully completing the following tasks:

Please Initial

- \_\_\_\_\_ 1. Attendance: I will have no more than 2 unexcused absences in the course
- \_\_\_\_\_ 2. Class Participation: I will participate in class discussions
- \_\_\_\_\_ 3. I will dress respectfully every Guest Lecturer day, at least Business Casual
- \_\_\_\_\_ 4. I will earn at least 70% or greater on both the midterm and final. I understand my overall grade will decrease if I fail to earn these grades
- \_\_\_\_\_ 5. I will volunteer at least 4 hours for a local non-profit event. I understand this includes the 9/21 Montana Food Bank required event and subsequent events. I will find additional events with which to satisfy this requirement should I need to do so to fulfill my hours requirement and will post in the approved format in the Discussion Boards to detail my work
- \_\_\_\_\_ 6. I will complete all Artist Development Project tasks at an average standard
- \_\_\_\_\_ 7. I will submit my Final Project Outline by email to my instructor on time. I will work with the Writing Center on my Final project and submit evidence of doing so to my Instructor. I will complete the Final Project at an average standard with no more than 3 technical errors
- \_\_\_\_\_ 8. I have read, understand, and agree to the terms of the syllabus

Should I fail to complete any of the above contracted items I will lose one half letter grade per missed item. More than 2 missed items will require a renegotiation of contract with my Instructor.

\_\_\_\_\_  
Student

\_\_\_\_\_  
Date

\_\_\_\_\_  
Instructor

\_\_\_\_\_  
Date