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Fall 9-1-2017

BMGT 401.01: Event Management

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BMGT 401.01: Event Management (Fall 2017)

Course Syllabus

Instructor: Mike Morelli
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Email: mike.morelli@mso.umt.edu

Office Hours: M,W 11:00 AM – Noon MT by appointment
Class Time: 2:00 PM – 3:20 PM
Classroom: GBB 122
Credits: 3 hours
Grading: Undergraduate/Graduate -100 point scale
(Graduate students will submit a case study in place of the final exam)

Please Note: This syllabus is subject to change depending on outside events, and/or 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 event management professionals. We will work on the **Feed Montana during the month of September**. We will also work with the Missoula Children's Theatre on their **Dance-athon** Fundraiser. In addition to these events, you are required to put in at least 8 hours of volunteer time in the community in events.

Over this course you are asked to move through the material with submission deadlines almost every week. You may certainly work ahead, but once a deadline is past that section is closed. Late work will not be accepted. Please save your work in your own way as you may be asked to build on topics you've previously submitted and no longer have access to in the course. 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 are asked to seriously consider and comment on another student's work in some places. Please do so with consideration and courtesy. It is perfectly acceptable to disagree, but do so politely.

For graduate students, an exploratory case study is assigned in lieu of a final exam. This case study will demonstrate your ability to examine and analyze an event of your own choosing, and, using the tools and knowledge presented to you throughout the semester, articulate thoughtful questions for the reader to consider.

Course Materials: All course materials will be provided to the student online through separate chapters from relevant texts, or through online resources. You are required to purchase an Entertainment Management Resource card through the book store and turn it into the office (L02) before 9/18/17 at 3:00 PM. Students who do not purchase a Resource

Card by 9/18/17 will lose ½ a letter grade for every week late. If this requirement is an issue please discuss with me before 9/18/17.

Course Grading: Grading is based on a 100 point scale for both undergraduate and graduate students. (You will see a possible 120 points in the Moodle shell. Unfortunately there is not a way to change this, but be aware the course is graded on 100 points.) Each section post is worth 5 points. (For postings, 3 points for the initial assignment post and 2 points for the response post.) Please be aware I expect you to study diligently and/or thoughtfully present your material. I also expect it to be well written and technically correct. Excessive technical errors (4 or greater per post) will result in loss of points.

Grading is as follows:

<u>Assignment</u>	<u>Points</u>	<u>Act. Type</u>	<u>Due Date</u>
Volunteer hours (2, 4 hour postings)	8	(8 hours)	Variable
Introduction (In Welcome section)	5	POSTING	9/11/17
Defining Objectives	5	QUIZ	9/11/17
Establishing Timelines	5	POSTING	9/20/17
Creating and Managing Budgets	5	QUIZ	10/2/17
Feed Montana Fundraiser (Mandatory)	7	Req. Act. POST	10/2/17
Selecting a Venue	5	Quiz	10/16/17
Access and Ticketing	5	QUIZ	10/23/17
Midterm Exam	10	Test	10/26-10/27
Selecting Talent	5	QUIZ	10/3/17
Marketing!	5	QUIZ	11/6/17
Planning Food & Beverage (F&B)	5	POSTING	11/13/16
Managing Risk	5	QUIZ	11/27/16
Final Exam questions (Undergrads)	5	POSTING	12/5/16
MCT Dance_A-Thon	10	POSTING	12/11/17
Final Exam or Case Study Submission (Grads)	10/15	Final Project	12/8-12/12
Total	100		

We will use a simple scale:	
<u>Points</u>	<u>Grade</u>
94-100	A
90-93	A-
87-89	B+
83-86	B
80-83	B-
77-79	C+
73-76	C
70-73	C-
67-69	D+
63-66	D
60-63	D-
59 or less	F

Schedule of Classes (Subject to change as speakers and circumstances dictate.)

Week 1

Wednesday 8/30 No Class

Week 2

Monday 9/4 No Class – Labor Day

Wednesday 9/6

Introduction, Syllabus, discuss course basics define semester, the syllabus is our guide! Discuss 8 hour requirement for out of class opportunities: Bill and Cassidy from Feed Montana in class. And ... Spontaneous Construction, Montana Food Bank Network, SoBA Tail Gate servers, Program sales at home Griz Games, etc...

Week 3

Monday 9/11 Discussion of reading – what did that really say? Reading:

Take quiz in Moodle before noon 9/11/17

Wednesday 9/13

In class exercise small group exercise(s) – Creating events to meet particular needs – maximize cash flow, create awareness, make participants happy... Feed Montana discussion

Week 4

Monday 9/18

Guest in class – Dave Glowacki – Kent State Tuscarawas – Events in the real world

Wednesday 9/20

Establishing Timelines – Discuss and examine timelines for various events across genres. Discuss timelines in your Feed Montana Event.

Week 5

Monday 9/25

How are Timelines used in the industry? – Discussion of real events and an examination of your postings from the assignment. Be prepared to talk about timelines in front of the class using your post in Moodle. (5-10 Mins.)

Reading/Video: Checklists and materials in Timeline section.

Wednesday 9/27

Budgets – The Good, the Bad & the Ugly – budgets from various events – Matthews points.

Week 6

Monday 10/2

How am I going to pay for this? – Group work on the nature and complexity of budgets. Creating and defining events through a budget. Be prepared to work on budgets in small groups and to present your budget from the Feed Montana event with outcomes in class.

Reading :

Wednesday 10/4

Gary Mcavay in class – putting on special events in theatres

Week 7

Monday 10/9

Venue Discussion – Theater tour?

Wednesday 10/11

Types of venues traditionally, venues around campus. UC Ballroom, Dennison Theater, Adams Center, Washington Grizzly Stadium.
Begin discussing Chapter 4 - Booking the Venue.

Week 8

Monday 10/16

Group work on the nature and complexity of Venues. Creating and defining events through a venue. Be prepared to work on defining and engaging venues in small groups and to present your venue in class.

Reading : Chapter 4 - Booking the Venue,



Where are we at so far? Getting ready for the Midterm Exam – Special guests, chapters, videos, lecture review.

Wednesday 10/18

Special Guest – Jeff Hull, Author

Week 9


Monday 10/23

Reading : Chapter 6 - Booking the Venue,



Wednesday 10/25

Ticket price exercise in class. Using parameters distributed in class in addition to material from Thomas Hunt and the Chapter 6 reading, break into small groups and design a ticketing price structure for various events. Be prepared to present your ticketing strategy in class.

 (opens 10/26/17, 12:01 AM closes 10/27/17, 11:55 PM)

Week 10

Monday 10/30

Special guest, Tia Fluri, Program Coordinator, UM Athletics

Reading : Chapter 4 – *Event Management For Dummies*, Managing Your Team to Manage Your Event & *Special Event Production: The Process*, An Introduction To Special Event Production



Wednesday 11/1

Special guest in Class - Sports

Week 11

Monday 11/6

What is branding and selling?

Special Guests, Ken Deans, Maria Brunner – Coachella, Insight Management

Reading : ***Entertainment Marketing and Communication: Selling Branded People, Performances, and Places*** by Shay Sayre.

Wednesday 11/8

Branding – a class discussion of what branding is/does – useful concept or outdated tactic?

Week 12

Monday 11/13

F&B planning and profits– Small group work on creating and presenting F&B products and or ideas. Be prepared to present 5-10 minutes of your concepts in-class given the parameters established and the goals discussed.

Reading/Video: Riders and materials in Food & Beverage section.

Case study/final exam research outside class – please your time wisely!

Wednesday 11/15

Week 13

Monday 11/20

Out of class research

Wednesday 11/22

No Class – Thanksgiving travel day

Week 14

Monday 11/27

Graduate Students present Exploratory Case Studies to class.

What kinds of risks are associated with different types of events? Discuss multiple choice questions assignment for Final Exam. (5 questions from any of the material after the Midterm.)

Readings: Event Management For Dummies: Chapter 12 Keeping Healthy, Safe and Secure

Wednesday 11/29

Managing Risk discussion and in class activity

Week 15

Monday 12/4

Dance-A-thon review and readiness

Wednesday 12/6

Questions and Answers – Review Final Exam (Optional)

Week 16

Monday 12/11



Final Note: I hope that you find this course educational and engaging. Please feel free to discuss your work in the course at any time.

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 design.
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.
6. Understand and apply basic business principles to event creation and operation.

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). 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. **(Note: I'll answer emails received after 5:00 PM MST the next day. Emails received on the weekend will be answered Mondays.)**

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 entail posting on discussion boards, working on community projects, 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.

Exams: If you are an undergraduate student 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 and readings. If you are a graduate student you will take Midterm exam only. (You will be submitting an Exploratory Case Study in place of the final exam.) 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.

Exploratory Case Study: Graduate students will write and submit an original exploratory case study of at least 2000 words on a real event of the student's choosing which has been actualized in the last year. The student does not need to have participated in the event. Web resources are highly encouraged for research and data gathering.

Community Volunteer hours: Over the course of the semester you are required to volunteer a minimum of 10 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.