

Fall 9-1-2018

BMGT 401.01: Event Management

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BMGT 401.01: Event Management (Fall 2018)

Course Syllabus

Instructor:	Mike Morelli
Office:	GBB 336 or the Entertainment Management Office L02
Office Tel:	(406) 243.5810
Email:	mike.morelli@mso.umt.edu (Note: Emails received after 5:00 PM MST will be answered the next day, emails received on the weekend will be answered Mondays.)
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 tools for better understanding the processes involved in the conceptualization, development and production of live events with fiscally and socially responsible results.

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 September 22nd**. You will also be participating in the **Montana Music Summit, hosted by UMEM, October 12 & 13**. In addition to these events; you are required to put in at least 8 hours of volunteer time in community events. I will be adding events to the course over the semester as they become available.

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 students 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 your digital materials access fees and have a record of your purchase in the office (GBB L02) before 9/18/17 at 3:00 PM. Students who do not purchase a Resource Card by 9/18/18 will lose ½ a letter grade for every week late. If this requirement is an issue please discuss with me **before 9/18/18**.

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) will result in point loss.

Grading is as follows:

<u>Assignment</u>	<u>Points</u>	<u>Act. Type</u>	<u>Due Date</u>
Digital resource Card Purchase (required)	1	Through fees	9/18/18
Volunteer hours (2, 4 hour postings)	8	POSTING	Variable
Introduction (In Welcome section)	5	POSTING	8/31/18
Reading – Welcome... Changing World	5	POSTING	9/7/18
Establishing Timelines	5	POSTING	9/14/18
Creating and Managing Budgets	5	POSTING	9/21/18
Feed Montana Fundraiser (Mandatory)	10	Req. Act. POST	10/2/17
Selecting a Venue	5	POSTING	9/28/18
MCT Dance A-Thon	6	POSTING	9/28/18
Selecting Talent	5	POSTING	10/5/18
Midterm Exam	10	EXAM	10/22/18
Planning Food & Beverage (F&B)	5	POSTING	11/2/18
Marketing!	5	POSTING	11/9/18
Access and Ticketing	5	POSTING	11/30/18
Managing Risk	5	POSTING	12/7/18
Final Exam questions (Undergrads)	5	POSTING	12/5/18
Final Exam or Case Study Submission (Grads)	10/10	EXAM/CASE ST.	12/10/18
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

Monday 8/27

Introduction, Syllabus, discuss course basics define semester, the syllabus is our guide! **Feed Montana (Required)** Bill and Cassidy from Feed Montana in class, MCT Danc-A-Thon, and Montana Music Summit. Discuss 8 hour requirement for out of class opportunities: Spontaneous Construction, Montana Food Bank Network, UMEM Concession stand and Program sales at home Griz Games, outside events, etc... **Post Introduction before 11:55 PM, 8/31/18.**

Wednesday 8/30

Discussion of reading – what did that really say? Based on reading of the first assignment, **Welcome to a Changing World**, please post your thoughts on the material, and how it relates to you. **Post in Moodle before 11:55 PM 9/7/18**

Saturday 9/1

Griz home game be there 5:00 PM West entrance to stadium (Between Adams Center and Football Stadium. Be aware parking is scarce!)

Week 2

Monday 9/3

No Class – Labor Day

Wednesday 9/5

In class exercise small group exercise(s) – Creating events to meet particular needs – maximize cash flow, create awareness, make participants happy, etc... Feed Montana discussion. **Welcome to a Changing world posting due 9/7/18**

Saturday 9/8

Griz home game be there 11:00 AM West entrance to stadium (Between Adams Center and Football Stadium. Be aware parking is scarce!)

Week 3

Monday 9/10

Creating Timelines – class discussion and activity (Feed Montana Project)

Wednesday 9/12

Establishing Timelines – Discuss and examine timelines for various events across genres. *Event Check in – MCT Dance-A-Thon, Feed Montana micro-fundraiser. Discuss timelines in your Feed Montana Event. **Post your event timeline in discussion board in Moodle before 11:55 PM - 9/14/18**

Week 4

Monday 9/17

Budgets - discussion In class **(Resource card due 9/18 in the Entertainment Management office GBB L02 by 3:00 PM)**

Wednesday 9/19

*Event Check in – MCT Dance-A-Thon, Feed Montana micro-fundraiser **Post your event budget in discussion board in Moodle before 11:55 PM - 9/21/18**

Saturday 9/22

Griz home game be there 11:00 AM West entrance to stadium (Between Adams Center and Football Stadium. Be aware parking is scarce!)
MCT Dance-A-Thon – be there 11:00 AM – to work

Week 5

Monday 9/24

How does the venue effect events in the industry? – Discussion of real events and an examination of your postings from the previous assignments. (5-10 Mins.)

Reading/Video: materials from venues section.

Wednesday 9/26

Guests in class – Wendy Alane Wright, Talent Agent and Sherrie Henderson, casting Agent – Money, events, and talent – Events in the real world. **Post your venue exercise in Moodle before 11:55 PM - 9/28/18**

Week 6

Monday 10/1

Talent encompasses everyone involved in an event. It might mean planners and creative types like designers and directors. It also might mean performers and technicians. Rep

Reading : Chapter 4 from *Special Event Production*, by Doug Matthews and **Event Management for Dummies** Ch 4.

Wednesday 10/3

Talent discussion – Football game logistics – Tia Fluri?

Post Talent discussion in Moodle before 11:55 PM - 10/5/18

Saturday 10/6

Griz home game be there 12:00 AM West entrance to stadium (Between Adams Center and Football Stadium. Be aware parking is scarce!)

Week 7

Monday 10/8

Montana Music Summit Check-in – duties, dirt, and days

Wednesday 10/10

Special Guest – Scott Osburn, Highland Entertainment Lights all Night - Dallas

Friday 10/12 &
Saturday 10/13

Montana Music Summit – All kinds O’ events and speakers – required attendance

Week 8

Monday 10/15

Special Guest – Maria Brunner, Insight Management and the Rock and Roll Hall of Fame!

Wednesday 10/17

Where are we at so far? Getting ready for the Midterm Exam – Write questions for Midterm exam – covers topics including Special guests, chapters, videos, lecture review from “Special Events Defined” through “Selecting Talent”

Week 9

Monday 10/22

Take Midterm Exam in Moodle! (opens 10/22/18, 12:00 AM closes 10/22/18, 11:55 PM) – covers topics including Special guests, chapters, videos, lecture review from “Special Events Defined” through “Selecting Talent”

Wednesday 10/24	Review Exam – be prepared to talk about where you’re putting in hours outside class – discuss posts from boards
Saturday 10/27	Griz home game be there 12:00 AM West entrance to stadium (Between Adams Center and Football Stadium. Be aware parking is scarce!)
<u>Week 10</u> Monday 10/29	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. Post in discussion board in Moodle before noon 11/13/17
Wednesday 10/31	Special guest in Class - Sports
<u>Week 11</u> Monday 11/5	What is branding and selling? Discuss reading in class. Reading : <i>Entertainment Marketing and Communication: Selling Branded People, Performances, and Places</i> by Shay Sayre.
Wednesday 11/7	Branding – a class discussion of what branding is/does – useful concept or outdated tactic? Post in Moodle before noon 11/9/19
<u>Week 12</u> Monday 11/12	No Class Veterans Day
Wednesday 11/14	Special guest in class – Thomas Hunt – Tickets West
Saturday 11/17	Griz/Cat home game be there 12:00 AM West entrance to stadium (Between Adams Center and Football Stadium. Be aware parking is scarce!)

Week 13
Monday 11/19

Out of class research

Wednesday 11/21

No Class – Thanksgiving travel day

Week 14
Monday 11/26

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.

Wednesday 11/28

In-class discussion of Public Assembly Venue Management, Chapter 6. **Ticketing Post due before 11:55 PM, 11/30/18.**

Week 15
Monday 12/3

Managing Risk - chapter on **Keeping Healthy, Safe, and Secure from *Event Management for Dummies***

Wednesday 12/6

Write questions for Final Exam in class

Week 16
Monday 12/10

Final Exam opens in Moodle at 12:00 AM 12/10/18 closes - (Graduate Student Exploratory Case Study as well) 12/10/18 @ 11:55 PM.

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 though 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.