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BMGT 401.01: Event Management

Sandi Lynn Nelson

University of Montana - Missoula, sandi.nelson@umontana.edu

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BMGT 401.01: Event Management (Fall 2014)

Course Syllabus

Instructor: Sandi Nelson
Office: GBB 334
Office Tel: (406) 243.6947
Email: sandi.nelson@umontana.edu
Office Hours: MW 2:30 PM – 3:30 PM
Class Time: MW 3:40 PM – 5:00 PM
Classroom: GBB 122
Credits: 3 hours
Grading: Traditional (No CR/NCR available)

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. 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.

The Final Project, which is due November 20 (the week before Thanksgiving), will demonstrate your ability to develop an event 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.
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 is a collegial learning community dedicated to the teaching, exploration, and application of the knowledge and skills necessary to succeed in a competitive marketplace.

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

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 Integrity

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. All students need to be familiar with the Student Conduct Code. The Code is available for review online at http://life.umt.edu/vpsa/student_conduct.php. It is the student's responsibility to be familiar the Student Conduct Code.

Although you are encouraged to discuss course readings, lectures, etc. with one another, all individual-level assignments should reflect independent work. 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.

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 (20%): You will be given one unexcused absence for the whole semester (please use it wisely). You are required to attend all other classes unless you receive prior and documented approval from the instructor. For each additional class that you miss you will drop one-half letter grade.

Class Participation (10%): 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.

Exams (30%): You will have two exams, each worth 15% of your overall grade. These exams will consist of 75 points worth of multiple-choice questions, and 25 points worth of short-answer questions. Grades will be posted to Moodle within one week of the exam being taken.

Final Group Event Project (see weights of overall course total below): You are expected to produce an event plan that includes the elements discussed in class. Utilize the advice from the guest instructors to enhance your project. Requirements for this project are included in a separate handout. Please note the important dates below regarding your event plan:

Final Project Proposal (5%): Due in class Monday, September 15

Detailed Project Outline (10%): Due in class Wednesday, October 8

***Final Project (25%):** Due Monday, November 24 at the beginning of class

**Final Project will use Pollstar and Celebrity Access databases; access to databases available through mandatory purchase of resource pack.*

Graduate students are expected to present their group's event plans in class on Monday, December 1. Requirements for this presentation will be posted to Moodle.

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 375, 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 Sandi Nelson by Monday, September 15, or will be dropped ½ letter grade automatically.

Schedule of Grades (no rounding of grades)

A.....94-100	B+.....87-89	C+.....77-79	D+.....67-69
A-.....90-93	B.....84-86	C.....74-76	D.....64-66
	B-.....80-83	C-.....70-73	D-.....60-63

Schedule of Classes

Monday, August 25	Introduction, Syllabus, discuss course basics Student Behavior - Expectations
Wednesday, August 27	From Idea to Execution: Seeing an Event as a Business Opportunity
Monday, September 1	Labor Day Holiday - no class
Wednesday, September 3	Keeping It All in Line: A Look at EDC Las Vegas Murphy's Laws and Events: What Can Go Wrong Will
Monday, September 8	Pollstar: What is it? Why do I need it for events? with Shari Rice
Wednesday, September 10	Riders & Contracts: With what do I really need to follow-through?
Monday, September 15	Recognizing Event Opportunities: Opportunities on Campus & in Missoula Specialty Campus Event Groups & Local Non-Profits
Wednesday, September 17	Timelines: How a properly created plan can save you from headaches <i>Final Project Proposals due</i>
Monday, September 22	How am I going to pay for this?: Budgeting
Wednesday, September 24	Planning large scale events with Scott Osbourn
Monday, September 29	Producing and financing events with guest speakers Brian Knaff and Guest
Wednesday, October 1	Project Workshop: What Questions Do You Have?
Monday, October 6	I can get money from where?: Utilizing Sponsorships
Wednesday, October 8	Social Media Marketing: Enhancing Your Event, Not Over Exposing <i>Detailed Project Outline Due</i>
Monday, October 13	Marketing events with Maria Brunner

Wednesday, October 16	<u>Final Project Workshop Day – Students Meet Outside of Class</u>
Monday, October 20	Just Because You Can Doesn't Mean You Should: Avoiding Over-Stretching Resources
Wednesday, October 22	Midterm Exam
Monday, October 27	Now who am I working with?: Vendors and events
Wednesday, October 29	Who has the muscles?: Security planning Insurance: Preparing for disaster & saving your savings account
Monday, November 3	Planning events in hospitality with Callie Aschim
Wednesday, November 5	Longevity: Taking one-time events to an annual level
Monday, November 10	My classmates do what?: Current UMEM students display success Current student panel
Wednesday, November 12	Project Workshop: What Questions Do You Have?
Monday, November 17	Producing live music events with Jeff Kicklighter
Wednesday, November 19	It's over – Now what?: How to “wrap up” an event HINT: It takes longer than you think!
Monday, November 24	Current events: What's going on in the entertainment industry? <i>Final Project Due</i>
Wednesday, November 26	<u>No Class – Student Travel Day</u>
Monday, December 1	Graduate Student Presentations
Wednesday, December 3	Graduate Student Presentations (if needed) Course Wrap-Up Program Marketing
Wednesday, December 10	Finals week: Meeting time: 1:10 to 3:10 Final Exam
Tentative Guest Instructors:	Danny Spitzer – Bren Events Center Lucia Stewart – Insight Media Entertainment Josh Talley – Vector Management