



HM 4200 Intro to Event Planning Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

Semester: Spring

Course Prefix: HM

Course Title: Intro to Event Planning

Year: 2025

Course and Section #: 4200-01

Credits: 3

Course Description

The purpose of this course is to introduce the learner to the event industry, its scope and responsibilities, and the multidimensional nature of an event experience. The course will familiarize the learner with needs assessments, feasibility studies, and project management techniques for events. Students will explore the ways interaction between the attendee and the environment enhances the event experience. Procedures and options for providing food and beverage services, technical services, ancillary activities, and event marketing will be covered as well as learner strategies for creating, capturing, and using information connected with an event.

Course Attributes

This course has the following attributes:

- General Education Requirements
- Global/Intercultural Graduation Requirements
- Writing Enriched Graduation Requirements
- Discipline Core Requirements in Program
- Elective Core Requirements in Program
- Open Elective

Other: *Click here to enter text.*

Instructor Information

Instructor Name: Jessica Ballard

Student Learning Outcomes

- Define the breadth of event types and opportunities for professional event coordination.
- Recognize the interdependence of event elements in order to forecast potential gaps and discrepancies in an event plan.
- Develop a strategy for creating and coordinating a comprehensive event experience.
- Appraise the scope, concept, components, and feasibility of an event project.
- Explain the needs, available resources, and constraints of an event project.

- Develop site plans that utilize the space in an efficient and effective manner to meet the goals and objectives of an event.
- Design themes that support the event objectives and communicate the desired message.
- Develop the structure of an effective and progressive event experience.
- Identify food and beverage needs of the audience, participants, staff, and other stakeholders at an event.
- Identify, analyze, and prepare response plans for the risks associated with the event project.
- Construct and implement efficient record keeping systems and data processing procedures, utilizing technology for the acquisition, storage, retrieval, and security of information.

Course Materials and Texts

Professional Event Coordination. Julia Rutherford Silvers. Wiley. 2nd Edition. 2012.

Course Requirements

Course Assignments, Assessments, and Grading Policy

How This Course Works

Course Mode:

Hybrid Online Course with in-person delivery one day per week. All other content is online, including online lectures and other content.

Description of how course works:

Canvas is where course content, grades, and communications will reside for this course. Students are expected to complete one module each week which consists of readings, recordings, assignments, discussion posts, and quizzes.

For this **three (3) credit-hour** course students should expect to spend up to **9+ hours a week** completing course activities.

Student Responsibilities:

- *Start class the first week of the term.*
- *Be accountable by setting aside regular time each week to complete course activities and assignments on time as noted per the due dates.*
- *Learn how to use Canvas including communication tools (e.g. discussion, Canvas inbox, etc.). If you have technology-related problems contact the [Service Desk](#) [Links to an external site.](#)*

- *Abide by ethical standards. Your work must be your own.*
- *Contact your instructor as early as possible if an emergency arises. Do NOT wait until the last minute to ask for an extension.*

Instructor Responsibilities:

- *Respond to emails within ONE business day. If multiple emails are received regarding the same question or concern, they may be responded to with an announcement to the entire class.*
- *Provide timely, meaningful and constructive feedback on assignments.*
- *Facilitate an effective learning experience.*
- *Refer students to appropriate services for issues that are non-course content specific. For instance, technical issue, writing labs, accessibility services, etc.*
- *Mentor students through the course.*

Grading and Late Work Statement

Grading Scale:

The following grading standards will be used in this class:

Grade	Percent
A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76

C-	70-72
D+	67-69
D	63-66
D-	60-62
E	0-59

Assignment Categories

Activity	[Percent/Point]
Assignments	28%
Discussions	9%
Quizzes	10%
Exams	28%
Event Project	15%
Attendance	10%

Late Work:

In the workplace, managers and supervisors expect assignments and projects to be submitted on time. To get used to this expectation (and to earn full credit in this course), class assignments are expected to be on time. Do not procrastinate.

- **Chapter Assignments:** These are the only assignments that will be accepted late. The grade for an assignment turned in later than the due date is 10% off for each 24-hour period after the class (i.e., the grade on an assignment turned in by three days late after the due date will be discounted 30%). Assignments will not be accepted later than seven days.
- **Discussion Posts:** Initial posts that miss the Thursday due date will receive a point deduction. No posts or responses will be accepted after the Sunday deadline when the discussion post closes.
- **Quizzes & Exams:** No late work accepted.
- **Major Assignments:** Other major assignments, papers, or assignments related to the course project will not be accepted late.

If valid emergencies come up, contact the instructor right away and PRIOR to deadlines so I can work with you. I understand that you are human and unexpected things arise in your life. However, "I forgot to put it in my calendar" or "I ran out of time because the assignment was too long" are not valid emergencies. It is better to contact the instructor when you start to fall behind, rather than wait until the end of the semester when it is too late to save your grade. I am more than willing to work with you.

Assignment and Assessment Descriptions

Assignments:

Readings & Chapter Assignments:

- Complete readings from required textbook as assigned. At the end of every chapter is a section called "Exercises in Professional Event Coordination." Select one of the event exercises from this section and complete in a one to two-page paper with any needed attachments as instructed in the exercise. Focus on fully completing the exercise rather than the length of the answer. Some exercises may be slightly less than a full page, while others might be slightly longer.

Additional Assignments:

- Site Evaluation
- Career Panel Questions

Event Project:

Throughout the semester the class will work on an event for Utah Valley University. The class will be divided into smaller groups to plan and manage different aspects of the event related to marketing, guest management, and logistics. This assignment will require work outside of class time. Attendance and participation for the event date are required and expected. The date for the event will be provided on the first day of the semester.

Volunteer Hours:

For this class, you are expected to volunteer to work at an event for a minimum of 4 hours. (this is not part of the Event Project) The instructor will provide event options for these hours to be completed. If the proposed options do not work, you may find an outside event to volunteer for, but must fit the following criteria:

- It cannot be part of your job
- It cannot be part of your internship
- It cannot be part of a program you are already involved in for scholarships or other benefits.

Attendance:

You will be assigned points for attendance. In-person attendance is expected and required for full points.

- **Attendance via Microsoft Teams:** If you are unable to attend in person, but can still watch via Microsoft Teams, then you are welcome to join virtually in real time. However, when attending virtually, you will only receive partial attendance points. If you have extenuating circumstances (travel for work, family issues, quarantine, etc.) and reach out in advance, then I am more than happy to give you the full points. But if attending virtually becomes a regular occurrence, then only the partial points will be assigned.
- **Absences:** All classes will be recorded. If you miss a class entirely, it is your responsibility to watch the recorded lecture in order to stay up to date on content in preparation for quizzes.

Discussions:

Discussions will be opportunities to explore topics together. Posts to the discussion should add significantly to the conversation and support your point of view. *Comments that do not add significantly to a discussion will receive **no credit**.* It is okay to disagree in a discussion. In fact much learning happens when we disagree. However we need to be respectful and keep our online classroom a safe place to learn.

Due dates for discussions correspond with the initial post date which is usually a **Thursday**. Follow up comments are due by Sunday. Follow up posts are expected to be after the due date and are not marked late. Discussions conclude by the **Sunday** following the due date. After this, posts will close for comments.

Assessments:

Quizzes:

There will be quizzes over the course of the semester associated with the modules. These will be a combination of multiple choice and short answer. Notes are not allowed on quizzes. Quizzes are timed.

Midterm & Final:

These will be more extensive exams with event planning scenarios or examples similar to the “Exercises in Professional Event Coordination.”

Required or Recommended Reading Assignments

Weekly Chapter Readings from Required Textbook

General Description of the Subject Matter of Each Lecture or Discussion

Week	Topic
1	Anatomy of an Event
2	Creating the Event Plan
3	Developing the Event Site
4	Accommodating the Audience
5	Coordinating the Environment
6	Fundamentals of Production
7	Staging an Engaging Experience
8	Production Schedules
9	Food & Beverage
10	Making Event Memories
11	Risk Management
12	Event Execution

13	Sustainability & Post-Event Process
14	Career Planning
15	Final Exam

Required Course Syllabus Statements

Generative AI

AI programs are not a replacement for your human creativity, originality, and critical thinking. Writing, thinking, and researching are crafts that you must develop over time to develop your own individual voice. At the same time, you should learn how to use AI and in what instances AI can be helpful to you.

The use of generative AI tools (e.g. ChatGPT, Google Bard, etc.) is permitted in this course for the following activities:

- Brainstorming and refining your ideas
- Fine tuning your research questions
- Finding information on your topic
- Drafting an outline to organize your thoughts

The use of generative AI tools is **not** permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts/responses assigned to you
- Writing entire sentences, paragraphs or papers to complete class assignments.

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty.

Any student work submitted using AI tools should clearly indicate what work is the student's work and what part is generated by the AI. In such cases, no more than 25% of the student work should be generated by AI. If AI use is not properly cited or is used in the ways outlined above that are not permitted, then you will be subject to an Academic Dishonesty violation resulting in a failing grade or further action from the University. If any part of this is confusing or uncertain, please reach out to me for a conversation before submitting your work.

Using Remote Testing Software

This course does not use remote testing software.

☒ This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

Required University Syllabus Statements

Accommodations/Students with Disabilities

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at accessibilityservices@uvu.edu or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at DHHservices@uvu.edu

DHH is located on the Orem Campus in BA 112.

Academic Integrity

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

Equity and Title IX

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment,

admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – TitleIX@uvu.edu – 800 W University Pkwy, Orem, 84058, Suite BA 203.

Religious Accommodation

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at accessibilityservices@uvu.edu. If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.