



EVENT PLANNING AND PROMOTION

Course Syllabus

Date 11/30/11

C - L - CR
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COURSE NUMBER: MKT 123

PREREQUISITE(S): ENG 032 or placement, RDG 100 or placement, MAT 032 or placement

CO-REQUISITE(S): None

COURSE DESCRIPTIONS This course is a study of the planning and implementation of special events with emphasis on sponsorship solicitation, permit applications, logistics, applicable laws, and special event promotion.

TEXTBOOK(S): None

REFERENCE(S): None

OTHER REQUIRED MATERIALS, TOOLS, AND EQUIPMENT: Computer with Internet access, Internet Explorer 5.0 or higher or other current browser, Java, word processing software (must be able to save Word format), and anti-virus software.

METHOD OF INSTRUCTION: This course will be taught by lecture, brainstorming, demonstration, individual and group projects, and group problem solving methods of instruction. There will be required assignments using a computer and the Internet.

GRADING SYSTEM:

90	-	100	=	A
80	-	89	=	B
70	-	79	=	C
60	-	69	=	D
Below	-	60	=	F

GRADE CALCULATION METHOD:

Assignments/Quizzes/Discussion	=	20%
Tests/Midterm	=	40%
Final Exam/Project	=	40%
	=	<u>100%</u>

**ATTENDANCE
POLICY:**

The student is responsible for punctual and regular attendance in all classes, laboratories, clinical, practica, internships, field trips, and other required class activities. The College does not grant excused absences; therefore, students are urged to reserve their absences for emergencies. **When illness or other emergencies occur, the student is responsible for notifying instructors and completing missed work *if approved* for late submission by instructors.**

The student is tardy if not in class at the time the class is scheduled to begin and is admitted to class at the discretion of the instructor.

Instructors maintain attendance records. However, it is the student's responsibility to withdraw from a course. A student enrolling in and attending at least one course session remains enrolled until the student initiates a withdrawal.

Withdrawal Policy: During the first 75% of the course, a student may initiate withdrawal and receive a grade of W. A student cannot initiate a withdrawal during the last 25% of the course. Extenuating circumstances require documentation and approval by the appropriate department head and academic dean.

Absences for Religious Holidays: Students who are absent from class in order to observe religious holidays are responsible for the content of any activities missed and for the completion of assignments occurring during the period of absence. Students who anticipate their observance of religious holidays will cause them to be absent from class and do not wish such absences to penalize their status in class should adhere to the following guidelines:

1. Observance of religious holidays resulting in three or fewer consecutive absences: Discuss the situation with the instructor and provide written notice at least one week prior to the absence(s). Develop (in writing) and instructor-approved plan which outlines the make up of activities and assignments.
2. Observances of religious holidays resulting in four or more consecutive absences: Discuss the situation with the instructor and provide the instructor with written notice within the first 10 days of the academic term. Develop an instructor-approved plan with

outlines the make up of activities and assignments.

**CLASSROOM
CONDUCT:**

ACADEMIC DISHONESTY: Students are expected to uphold the integrity of the College's standard of conduct, specifically in regards to academic honesty. All forms of academic dishonesty including, but not limited to, cheating on assignments/tests, plagiarism, collusion, and falsification of information will call for disciplinary action. Disciplinary action imposed may include one or more of the following: written reprimand, loss of credit for assignment/test, termination from course, and probation, suspension, or expulsion from the College. For further explanation of this and other conduct codes, please refer to the Student Handbook.

CELLULAR PHONES AND PAGERS/BEEPERS: Cellular phones, pagers and beepers are not permitted to be turned on or used within the classroom. Use of these devices during classroom time will be considered a violation of the student code as it relates to “disruptive behavior.”

**CLASS/LAB
PROCEDURES:**

Students are responsible for reading and following each assigned chapter, referencing the material available on the web site, posting answers to the discussion topics, utilizing any online reference materials available and contacting the instructor with any questions or concerns.

All assignments must be completed and turned in for grading as scheduled. **No assignment will be accepted after its due date.**

There are **NO** makeup tests or assignments. Once the due date has passed, so has the chance to turn in the assignment.

The Learning Center, located in the rooms E-2 & E-5 of the East Building, provides computers for your use. Check the website <http://www.sccsc.edu/resources/tutoring/tlc> or call 592-4968 for current semester operating hours.

ACCOMMODATIONS:

Students who need special accommodations in this class because of a documented disability should notify Student Disability Services by calling (864) 592-4818, toll-free 1-800-922-3679; via email through the SCC web site at www.sccsc.edu/resources/disabilities; or by visiting the office located in the East Building Room 30-B on the SCC Central campus. Contacting Student Disability Services early in the

semester gives the College an opportunity to provide necessary support services and appropriate accommodations.

Program Director

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Program Department Chair

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Inclement Weather Schedule:

- Check SCC Web Site: www.sccsc.edu
- Tune to **Channel-7** Local T.V. Station (CBS)
- Tune to an FM/AM Local radio station

**COURSE OUTCOMES
& OBJECTIVES:**

Upon satisfactory completion of this course, the student will be able to:

- I. Explain what today's event planner does.
- II. Understand why clients use event planners.
- III. Demonstrate what is involved in a job as an event planner.
- IV. Describe the importance of each vendor in the process from planning to execution of the event.
- V. Understand an event planner's role regarding money, contracts, and insurance for each event.
- VI. Explain and show the required preliminary work for events.
- VII. Explain all parts of an entire event from pre-planning to follow-up.
- VIII. Explain the differences between the types of events.