

University of North Texas at Dallas
Fall 2014
SYLLABUS

COMM 3060D - 090 Event and Production Management
University of North Texas | 2014 Fall | 3 Credit hours

Department of	Hospitality Management	Division of	Applied Arts and Sciences
Instructor Name:	<i>Michael D Lansing</i>		
Office Location:	<i>Building 1-#252</i>		
Office Phone:	<i>na</i>		
Email Address:	<i>Michael.Lansing@untdallas.edu</i>		
Office Hours:	M-W 7:30am-8:25am / 11:30-1pm T-Th 11pm-12:50 Times don't work? I will work with you.		
Virtual Office Hours:			
Classroom Location:	DAL Bldg2 Room-243		
Class Meeting Days & Times:	Tu-Th 1:00PM - 2:20PM 08/25/2014 - 12/12/2014		
Course Catalog Description:	3060. Event and Production Management. 3 hours. This course is designed to give students experience in planning and executing sporting events, entertainment events, corporate events, trade shows, or exhibitions with emphasis on pre-planning, budget preparation, advertising, and public relations. The course also explores the design, planning, and development of integrated marketing campaigns.		
Prerequisites:	NA		
Co-requisites:	NA		
Required Text:	Customer Service (w/Unused Exam) Edition: 2nd Author: NRAEF ISBN: 9780132179324 Copyright Year: 2013 Publisher: PEARSON EDUCATION		
Recommended Text and References:	NA		
Access to Learning Resources:	UNT Dallas Library: phone: (972) 338-1616; web: http://www.untdallas.edu/our-campus/library UNT Dallas Bookstore: phone: (972) 780-3652; e-mail: 1012mgr@fhcg.follett.com		
Course Goals or Overview:			
	. This course is designed to give students experience in planning and executing sporting events, entertainment events, corporate events, trade shows, or exhibitions with emphasis on pre-planning, budget preparation, advertising, and public relations. The course also explores the design, planning, and development of integrated marketing campaigns.		

Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated by ... *All changes will be communicated in class and on Bb. The class folder section in Bb will detail the weekly graded materials and the due dates.* **LATE WORK IS NOT ACCEPTED**

TOPICS			TIMELINE
Week	Topics	Notes	
1 and 2	Introductions - Use of WebCT/Blackboard - Use of Cell Phones & other Electronic Gadgets in the Classroom - Food & Drink in the Classroom - Use of Laptops	Case study 1	Pre - exam
3 and 4	Pre-Planning -Type of event Chapters 1 and 2		
5 and 6	Case study 2 Chapter 3		
7 and 8	Hard Line schedule –Action Points Chapter 4		
9 and 10	Case Study 3		Mid-Term Exam
11 and 12	Marketing Campaign and Vendor Confirmation		
13 and 14	Ox-Fam Banquet Case Study 4-Event De-Brief		
15	Final Exam Prep Project Presentations		Final Exam

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

Exams – *written tests designed to measure knowledge of presented course material*

Assignments – *written assignments designed to supplement and reinforce course material*

Projects – *web development assignments designed to measure ability to apply presented course material*

Class Participation – *daily attendance and participation in class discussions*

Etc.

Grading Matrix:

Instrument	Value (points or percentages)	Total
Pre-exam		

Case Studies		200
Attendance and Participation		200
Project		200
Mid Term Exam		200
Final Exam		200
Total:		1000

Grade Determination:

- A = 1000--900; i.e. 90% or better
- B = 899-800 pts; i.e. 80 – 89 %
- C = 799-700 pts; i.e. 70 – 79 %
- D = 699-600 pts; i.e. 60 – 69 %
- F = 599 pts or below; i.e. less than 60%

University Policies and Procedures

Students with Disabilities (ADA Compliance):

The University of North Texas Dallas faculty is committed to complying with the Americans with Disabilities Act (ADA). Students' with documented disabilities are responsible for informing faculty of their needs for reasonable accommodations and providing written authorized documentation. Grades assigned before an accommodation is provided will not be changed as accommodations are not retroactive. For more information, you may visit the Student Life Office, Suite 200, Building 2 or at 972-780-3632.

Student Evaluation of Teaching Effectiveness Policy:

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

Assignment Policy:

LATE WORK IS NOT ACCEPTED

Exam Policy:

Exams should be taken as scheduled. No makeup examinations will be allowed except for documented emergencies (See Student Handbook).

Academic Integrity:

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity at http://www.unt.edu/unt-dallas/policies/Chapter%2007%20Student%20Affairs.%20Education.%20and%20Funding/7.002%20Code%20of%20Academic_Integrity.pdf for complete provisions of this code.

In addition, all academic work submitted for this class, including exams, papers, and written assignments should include the following statement:

On my honor, I have not given, nor received, nor witnessed any unauthorized assistance that violates the UNTD Academic Integrity Policy.

Bad Weather Policy:

On those days that present severe weather and driving conditions, a decision may be made to close the campus. In case of inclement weather, call UNT Dallas Campuses main voicemail number (972) 780-3600 or search postings on the campus website www.unt.edu/dallas. Students are encouraged to update their Eagle Alert contact information, so they will receive this information automatically.

Attendance and Participation Policy:

The University attendance policy is in effect for this course. Class attendance and participation is expected because the class is designed as a shared learning experience and because essential information not in the textbook will be discussed in class. The dynamic and intensive nature of this course makes it impossible for students to make-up or to receive credit for missed classes. Attendance and participation in all class meetings is essential to the integration of course material and your ability to demonstrate proficiency. Students are responsible to notify the instructor if they are missing class and for what reason. Students are also responsible to make up any work covered in class. It is recommended that each student coordinate with a student colleague to obtain a copy of the class notes, if they are absent.

Diversity/Tolerance Policy:

Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Office of Student Life as the instructor deems appropriate.

Policies to Discuss as a group first week of class:

- *Use of WebCT/Blackboard*
- *Use of Cell Phones & other Electronic Gadgets in the Classroom*
- *Food & Drink in the Classroom*
- *Use of Laptops*
- *Grade of Incomplete, "I"*