

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS

# HOSP610

American Public University System

American Military University | American Public University

## Course Summary

**Course :** HOSP610 **Title :** Event Coordination and Management

**Length of Course :** 8 **Faculty :**

**Prerequisites :** N/A **Credit Hours :** 3

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## Description

### Course Description:

The ability to coordinate and manage various types of events requires excellent attention to detail in achieving the events' components. In this course, you will explore different types and scopes of events coordination in various settings. You will apply multiple management styles in leading diverse work teams. Also, as part of this course, you will learn first-hand how to select an event site location, conduct a needs assessment, and develop practical proposals and agreements for a specific event project. You will analyze the challenges event planners face when coordinating and managing events, working with vendors and sponsors, and create solutions to mitigate these challenges. Finally, you will evaluate the various marketing strategies used by event professionals to market their event projects.

### Course Scope:

This course is designed to give students an understanding of different types of events and strategies for approaching planning, coordinating, and managing an event.

Practical aspects of event planning will be a major focus, along with analyzing challenges and developing strategies to overcome those challenges to coordinate and market an event.

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## Objectives

After successfully completing this course, you will be able to:

CO1 - Examine the types and scopes of event coordination

CO2 - Identify the goals and objectives that must be met for successful event execution

CO3 - Conduct a feasibility study to create a proposal for an event project

CO4 - Critique potential challenges event coordinators face when coordinating and managing events

CO5 - Develop site specifications and selection criteria to meet event requirements

CO6 - Explain the marketing strategies used for different types of event management

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# Outline

## Week 1: Types and Scope of Event Coordination

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### Learning Outcomes

**CO-1** Examine the types and scopes of event coordination

### Learning Materials

Journal Article - Motivations of events tourism participants and behavioural intentions. Tourism and Hospitality Management

Journal Article - Can fundraising be fun? an event management study of unique experiences, performance and quality. Tourism Review of AEST - International Association of Scientific Experts in Tourism

Journal Article - Sport events and local communities: A partnership for placemaking. Journal of Place Management and Development

Journal Article - Rooting a new event in its place: The case of Festa Templária, Tomar, Portugal. International Journal of Event and Festival Management

Professional event coordination - Chapter 1

### Video Resources

How will the events industry survive COVID-19? - CR/LIVE (57minutes and 47seconds- students must fast forward to 6minutes and 10seconds for the live recording)

Find Your Events Industry Job | SECRET Events Jobs REVEALED | Hospitality Industry Careers Students (8minutes and 52seconds)

### Activities and Assessments

Introduction Discussion

Assignment Week 1 - Short Essay

## Week 2: Conducting a Needs Assessment

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### Learning Outcomes

**CO-2** Identify the goals and objectives that must be met for successful event execution

### Learning Materials

Journal Article - Beyond retrospective assessment. Sport event economic impact studies as a management tool for informing event organization. European Research on Management and Business Economics

Journal Article - The challenge and opportunities for an event organiser during an economic recession. International Journal of Event and Festival Management

Journal Article - SMART Strategies for Site Selection: Here are factors to research and questions to ask before signing a contract. Successful Meetings

Journal Article - Social event and environment: impact assessment and its management practices among the

Journal Article - Event planning as a function in the hospitality industry. Faculty of Tourism and Hospitality Management in Opatija.Biennial International Congress.Tourism & Hospitality Industry

Article - (2015). Business first. Successful Meetings

Journal Article - (2017). Evaluative event frameworks: A learning destination perspective. International Journal of Tourism Research

Professional event coordination: see chapter 2 (Needs assessment) pages 36 - 47)

## Video Resources

How to Plan the Perfect Event - The Event Expert (17minutes and 44seconds)

Activities & Assessments

Week 2 Discussion - Needs Assessment for Final Project Event

## Week 3: Feasibility Study for an Event Project

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Learning Outcomes

**CO-3** Conduct a feasibility study to create a proposal for an event project

Learning Materials

Journal Article - The evolution of services marketing, hospitality marketing and building the constituency model for hospitality marketing. International Journal of Contemporary Hospitality Management

Website Page - How to conduct a feasibility study. ProjectManager.com

Journal Article - Segmenting customers by participation: An innovative path to service excellence. International Journal of Contemporary Hospitality Management

Journal Article - Do travel decision-making styles and gender of generation Y have any association with travel information share on social networking sites? Journal of Hospitality and Tourism Technology

Article - The best strategies for generating revenue through events. American Press Institute.

Blog Post - How to make realistic financial projections for your event. Eventbrite US Blog

Professional event coordination: **see chapter 2 (Needs assessment) pages 38 - 42)**

## Video Resources

3 Event KPIs to Measure Event Marketing Success | Event Marketing Ideas (5minutes and 26seconds)

Activities & Assessments

Week 3 Discussion - Feasibility Study for Final Project Event

## Week 4: Site Selection

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Learning Outcomes

**CO-5** Develop site specifications and selection criteria to meet event requirements

## Learning Material

Blog - Evaluating an event venue

Journal Article - The importance of the venue selection in an event organization case study: Special event organization rencontre alumni Entreprise 1 & 2. E-Journal of Tourism

Website Article - When and why you need event insurance

Journal Article - SMART Strategies for Site Selection: Here are factors to research and questions to ask before signing a contract. Successful Meetings

Journal Article - A comparison of planners' site-selection intentions towards a sustainability reward program, location, and overall costs. Journal of Convention & Event Tourism

Trade Magazine Article - How to plan accessible meetings and events: A comprehensive guide for event professionals. Meetings, Convention & Conference Industry News and Destination Planning Information

Risk Management for Meetings and Events: see chapter 3 (pages 55-58) and chapter 11 (pages 264-287)

Website Article - Best practices for site selection when designing your event experience – EventMobi

## Video Resources

How to Choose an Event Venue in 7 Steps! (11minutes and 27seconds)

How To Improve Accessibility At Your Event [CC] (8minutes and 15seconds)

Know the ADA Regulations on F&B at Meetings (1minute and 31seconds)

Activities & Assessments

Week 4 Discussion - Site Selection for Final Project

## Week 5: Proposals and Contracts

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### Learning Outcomes

**CO-3** Conduct a feasibility study to create a proposal for an event project

### Learning Materials

The Business of event planning: Behind-the-scenes secrets of successful special events: see chapters 2, 3, 4, 5 & 6

Blog Post - How much should you charge for event planning services? Pointers For Planners

Blog Post - 13 pricing strategies for your event business. Event Manager Blog

Journal Article - Reaching agreement. Incentive

Blog Post - Creating your meetings policy. Event Management Technology & Hospitality Solutions | Cvent

Trade Magazing Article - Negotiation is key to effective event management. New Theory Magazine

## Video Resources

Write the Perfect Event Proposal (6minutes and 39seconds)

How to Get Event Sponsorship! (11minutes and 31seconds)

How to Charge for Your Event Planning Services (6minutes and 9seconds)

Activities & Assessments

Week 5 Assignment - Mini Event Proposal

## **Week 6: Challenges in Event Coordination and Management**

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Learning Outcomes

**CO-4** Critique potential challenges event coordinators face when coordinating and managing events

Learning Materials

The Business of event planning: Behind-the-scenes secrets of successful special events: see chapter 5

Blog Post - The 3 core event management challenges. Event Management Technology & Hospitality Solutions | Cvent

Blog Post - 100 event statistics (2020 edition). Event Manager Blog

Journal Article - The hospitality and tourism industry in Canada: Innovative solutions for the future. Worldwide Hospitality and Tourism Themes

Blog Post - 10 common event disasters and how to address them. Eventbrite Australia Blog

Professional event coordination: pages 192-213

Journal Article - Managing workforce diversity in multicultural organizations: Some observations. Journal of European Studies,

Website Article - 7 common challenges event organizers face and how to avoid them

Blog Post - .Top 15 challenges facing event planners (& solutions!)

## **Video Resources**

Challenges facing the event planner/supplier relationship (3minutes and 31seconds)

5 Common Problems with Event Tech and How to Solve Them (8minutes and 30seconds)

Event Technology: 5 Tools to Use at Your Next Conference (6minutes and 12seconds)

Activities & Assessments

Week 6 Discussion - Challenges and Technology for Final Project Event

## **Week 7: Marketing Strategies**

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Learning Outcomes

**CO-6** Explain the marketing strategies used for different types of event management

Learning Materials

Journal Article - Relationship between marketing research, customer knowledge and business sales. International Journal of Information, Business and Management

The Business of event planning: Behind-the-scenes secrets of successful special events: see chapter 8

Journal Article - Digital marketing strategies: Effectiveness on generation Z. SCMS Journal of Indian Management

Journal Article - Green marketing & CSR: A proactive & innovative tool to gain competitive excellence. Journal of Supply Chain Management Systems

Blog Post - 100 event statistics (2020 edition). Event Manager Blog

Article - The Role Of Corporate Culture In The Context Of Corporate Marketing Strategy. Varazdin: Varazdin Development and Entrepreneurship Agency (VADEA)

Journal Article - Exploration on digital marketing as business strategy model among malaysian entrepreneurs via neurocomputing. IAES International Journal of Artificial Intelligence

Blog Post - Top 7 event marketing strategies & ideas

Website Article - Market virtual events: 12 top strategies.

## **Video Resources**

How to host a virtual event: Tips for the most profitable events online (15minutes and 28seconds)

4 Marketing Mistakes Event Planners Make (3minutes and 20seconds)

Activities & Assessments

Week 7 Discussion - Marketing

## **Week 8: Final Project**

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Learning Outcomes

**CO1** - Examine the types and scopes of event coordination

**CO2** - Identify the goals and objectives that must be met for successful event execution

**CO3** - Conduct a feasibility study to create a proposal for an event project

**CO4** - Critique potential challenges event coordinators face when coordinating and managing events

**CO5** - Develop site specifications and selection criteria to meet event requirements

**CO6** - Explain the marketing strategies used for different types of event management

Learning Materials

No assigned readings this week

Activities & Assessments

Week 8 Discussion

Week 8 Final Project

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## **Evaluation**

**Grading:**

Name	Grade %
Discussions	30.00 %
Welcome Discussion	4.29 %
Week 2 Discussion	4.29 %
Week 3 Discussion	4.29 %
Week 4 Discussion	4.29 %
Week 6 Discussion	4.29 %
Week 7 Discussion	4.29 %
Week 8 Discussion	4.29 %
Assignments	40.00 %
Week 1 Assignment	20.00 %
Week 5 Assignment	20.00 %
Final Project	30.00 %
Final Project	30.00 %

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## Materials

**Book Title:** The Business of Event Planning : Behind-The-Scenes Secrets of Successful Special Events (Ebook available through the APUS Online Library)

**Author:** Allen, Judy

**Publication Info:** Wiley Lib

**ISBN:** 9780470831885

**Book Title:** Professional Event Coordination, 2nd ed. - e-book available in the APUS Online Library

**Author:** Rutherford Silvers, Julia

**Publication Info:** Wiley Lib

**ISBN:** 9780470560716

**Book Title:** Various resources from the APUS Library & the Open Web are used. Please visit <http://apus.libguides.com/er.php> to locate the course eReserve.

**Author:** No Author Specified

**Publication Info:**

**ISBN:** N/A

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There is no textbook assigned for this course. All required readings and resources are accessed through the weekly lessons

Please visit <http://apus.libguides.com/bookstore> for more information.

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## Course Guidelines

### Citation and Reference Style

- Students will follow APA format as the sole citation and reference style used in written assignments

submitted as part of coursework to the School of Business.

- Please note that no formal citation style is required on forum assignments in the School of Business—only attribution of sources (please see details regarding forum communication below).

## Tutoring

- [Tutor.com](#) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

## Turn It In

- Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

## Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

## Submission Guidelines

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.
- It is the student's responsibility to ensure the all submitted work can be accessed and opened by the instructor.

## Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

## Communicating on the Discussion

- Forum discussions are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.
- "Substantive" means comments that contribute something new and important to the discussion. Thus a message that simply says "I agree" is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- Students must post a response to the weekly forums prompt and post the required number of replies to other students – refer to the grading rubric and/or forum instructions for specific expectations on

number of replies and word count requirements.

- The main response to the forum need to be provided mid-week – refer to the grading rubric and/or forum instructions for specific expectations. Late main response posts to a forum will not be accepted without prior instructor approval.
- Replies must be posted in the week due and replies after the end of the each week will not be graded.

## Quizzes and Exams

- Quizzes and exams may consist of true/false, multiple choice, and short essay questions. Each quiz/exam is accessible only once. Once a quiz/exam is accessed, you will not be able to access it again if you disconnect. Therefore, allocate time to complete your quiz. Weekly quizzes must be submitted by midnight Eastern Time, Day 7 of the assigned week. Late quizzes or exams will not be accepted without prior instructor approval.

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# Communications

## Student Communication

To reach the instructor, please communicate through the MyClassroom email function accessible from the Classlist of the Course Tools menu, where the instructor and students email addresses are listed, or via the Office 365 tool on the Course homepage.

- In emails to instructors, it's important to note the specific course in which you are enrolled. The name of the course is at the top center of all pages.
- Students and instructors communicate in Discussion posts and other learning activities.
- All interactions should follow APUS guidelines, as noted in the [Student Handbook](#), and maintain a professional, courteous tone.
- Students should review writing for spelling and grammar.
- [Tips on Using the Office 365 Email Tool](#)

## Instructor Communication

The instructor will post announcements on communications preferences involving email and Instant Messaging and any changes in the class schedule or activities.

- Instructors will periodically post information on the expectations of students and will provide feedback on assignments, Discussion posts, quizzes, and exams.
- Instructors will generally acknowledge student communications within 24 hours and respond within 48 hours, except in unusual circumstances (e.g., illness).
- The APUS standard for grading of all assessments (assignments, Discussions, quizzes, exams) is five days or fewer from the due date.
- Final course grades are submitted by faculty no later than seven days after the end date of the course or the end of the extension period.

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# University Policies

Consult the [Student Handbook](#) for processes and policies at APUS. Notable policies:

- [Drop/Withdrawal Policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)

- [Academic Dishonesty / Plagiarism](#)
- [Disability Accommodations](#)
- [Student Deadlines](#)
- [Video Conference Policy](#)

## **Mission**

The [mission of American Public University System](#) is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.

## **Minimum Technology Requirements**

- Please consult the catalog for the minimum hardware and software required for [undergraduate](#) and [graduate](#) courses.
- Although students are encouraged to use the [Pulse mobile app](#) with any course, please note that not all course work can be completed via a mobile device.

## **Disclaimers**

- Please note that course content – and, thus, the syllabus – may change between when a student registers for a course and when the course starts.
- Course content may vary from the syllabus' schedule to meet the needs of a particular group.