Eastern Illinois University
Revised Course Proposal
CMN 3950, Conference and Event Planning

1. CATALOG DESCRIPTION

A. CMN 3950
B. Conference and Event Planning
C. (1-4-3)
D. On demand
E. Event Planning
F. This is an applied course designed to introduce students to the basic concepts and principles of conferences and event planning management. (the planning process, sponsorships, promotion, and creative strategies that are part of events).
G. Prerequisites: CMN 2650
H. Spring 2006

2. STUDENT LEARNING OBJECTIVES AND EVALUATION

A.
- Students will identify the roles, functions, and processes involved in conferences and event planning.
- Students will implement events in a variety of contexts utilizing accepted methods and processes.
- Students will analyze the role of communication and different communication strategies-written, spoken, and visual, to reach selected audiences to achieve organizational goals.
- Students will develop the appropriate event communication materials to reach selected audiences.
- Students will evaluate the success of events in relation to planning and implementation.

B. Evaluation:

<table>
<thead>
<tr>
<th>Internal department event planning</th>
<th>100 points</th>
</tr>
</thead>
<tbody>
<tr>
<td>External event planning</td>
<td>250 points</td>
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<tr>
<td>Individual portfolio</td>
<td>100 points</td>
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<tr>
<td>Final Test</td>
<td>50 points</td>
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<tr>
<td>Class exercises/participation</td>
<td>50 points</td>
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<tr>
<td>Total</td>
<td>550 points</td>
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3. OUTLINE OF THE COURSE

One 50 minute class period each week with additional lab planning time, partitioned into two 100 minute lab sessions per week where students will engage in project tasks and additional planning.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic (s)</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Course overview, introduction to subject matter</td>
</tr>
<tr>
<td>2</td>
<td>Event planning considerations, key concepts (budget, time, planning), team communication</td>
</tr>
<tr>
<td>3</td>
<td>Discussion of assigned events and creation of teams, Codes of group conduct, more discussion of team communication</td>
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<tr>
<td>4</td>
<td>Strategic Planning, Gantt and PERT charts</td>
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More discussion of strategic planning
Creating event portfolios
Location considerations
Communication at the site, first impressions
Getting people to the event
Publicity needs, planning priorities, multitasking
Conflict management in teams
Trade shows and conferences
Coordination of tasks, vendors, guests, and members
Preparing communication plans and proposals,
general overview and specific event principles
Team proposal preparations
Team proposal presentations
Contingency planning
Crisis planning
Taking care of guests, amenities, offering specific benefits
Course summary and evaluation

4. RATIONALE

A. This course provides students in the communication studies major
(primarily corporate communication and public relations options) with an
opportunity to learn how to plan and implement conferences and special
events for internal university and external community audiences. This is a
significant area of organizational communication and public relations, a
highly visible representation of the organization’s communication
activities. These conferences and events can deliver powerful
organizational messages to targeted audiences.

B. This course is designed for students at the junior and senior levels, as
additional application of organizational communication principles in the
context of a promotional campaign for an event, for students with a
professed interest in the subject matter.

C. There is a degree of similarity to an existing course at the university, FCS
4340-Conventions and Trade Shows. In the middle of the course, there is
some coverage of that topic (see schedule) but, overall, there is limited
redundancy. This course is not new, it is a revision of an existing course.
The course will integrate more fully with the corporate communication
and public relations programs (in terms of credit hours) and more
accurately reflect the applied nature and workload of the course.

D. This course will be used as an approved elective.
5. IMPLEMENTATION

A. The faculty members qualified to teach this course are Dr. Brian Sowa, Dr. Tim Coombs, or Dr. Mark Borzi.
B. There are no additional costs to students.

6. COMMUNITY COLLEGE TRANSFER

A community college course will not be judged equivalent to this course but may be accepted as a substitute; however, upper-division credit will not be awarded.

7. Date approved by department ___ 11/3/04 __________________________.

8. Date approved by CAH curriculum committee ___ 3/2/05 ____________________.

9. Date approved by CAA ___ 10/13/06 ________________________________.