

Montgomery County Community College
HOS 214
Fundamentals of Special Event Management
3-2-2

COURSE DESCRIPTION:

This course is designed to introduce students to the special events segment of the hospitality industry. The course provides principles and practice related to all facets of this growing career specialty. Discussions will emphasize best practices and trends. Students participate in the planning and execution of on-campus special events (to be taken in the last semester).

REQUISITES:

Previous Course Requirements

- CUL 114 Beverage Management
- CUL 120 Introduction to Culinary Techniques

Concurrent Course Requirements

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Define terminology and implement accepted practices in the Event Industry.	Assigned Readings and Critiques AV/Multimedia Materials Working in Teams Demonstration and Practice Lecture/Discussion Research Resources	Student Presentations Written Examinations Written Critiques of Planned Events
2. Identify the various market segments that require meetings and events, including the SMERF market, corporate segment, and various ethnic and cultural groups.	Assigned Readings and Critiques AV/Multimedia Materials Working in Teams Demonstration and Practice Lecture/Discussion Research Resources	Student Presentations Written Examinations Written Critiques of Planned Events

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
3. Define characteristics of meeting and event venues.	Assigned Readings and Critiques AV/Multimedia Materials Working in Teams Demonstration and Practice Lecture/Discussion Research Resources	Student Presentations Written Examinations Written Critiques of Planned Events
4. Create a Banquet Event Order for at least two types of events.	Assigned Readings and Critiques AV/Multimedia Materials Working in Teams Demonstration and Practice Lecture/Discussion Research Resources	Student Presentations Written Examinations Written Critiques of Planned Events
5. Execute the management of on-campus special events.	Assigned Readings and Critiques AV/Multimedia Materials Working in Teams Demonstration and Practice Lecture/Discussion Research Resources	Student Presentations Written Examinations Written Critiques of Planned Events

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. Becoming a Successful Event Planner
2. Growing Your Client List
3. Seven Steps to a Successful Event
4. An Event for Every Goal
5. Budgeting and Pre-Event Planning 101
6. Selecting and Inspecting Your Venue
7. Creating the Right Vibe for Indoor Events
8. Understanding the Complexities of Outdoor Events
9. Killer Events in Funky Spaces
10. Food and Drink 101
11. Winning Entertainment
12. Event Planning Risk and Safety
13. When Disaster Strikes
14. An Event Planner's Most Precious Commodity
15. The Changing Landscape of Event Planning

LEARNING MATERIALS:

Darren W. Johnson CSEP; *Going Live: The Ultimate Guide to Corporate Event Planning*; Publisher: The Event U LLC, 2017

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Debra Hunt & Rachel Plews	Date: 11/1/2010
Interim VPAA/Provost Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 12/20/2010
Revised by: Debra Hunt	Date: 2/20/2013
VPAA/Provost or designee Compliance Verification: Dr. Victoria Bastecki-Perez	Date: 4/9/2013
Revised by: Debra Hunt	Date: 9/23/2015
VPAA/Provost or designee Compliance Verification: Dr. Victoria Bastecki-Perez	Date: 12/22/2015
Revised by: Debbie Dalrymple	Date: 6/27/2016
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 6/27/2016
Revised by: Francine Marz	Date: 3/7/2017
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 3/7/2017
Revised by: Debbie Hunt	Date: 12/7/2017
VPAA/Provost or designee Compliance Verification:	Date: 12/13/2017



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.