

# ANGELO STATE UNIVERSITY

## COMM 4337: EVENT PLANNING (FOR PUBLIC RELATIONS)

Spring 2022

Marta N. Lukacovic, Ph.D.



ANGELO STATE UNIVERSITY  
Department of Communication & Mass Media

## **COMM 4337: EVENT PLANNING (FOR PUBLIC RELATIONS)**

**Spring 2022**

### **Instructor contact information: Dr. Marta N. Lukacovic**

Email: [marta.lukacovic@angelo.edu](mailto:marta.lukacovic@angelo.edu) – If you have not received a response after 48 hours since your message was sent, please follow up.

Telephone: (325) 486 6089

Office: Porter Henderson Library 306M

Office Hours: MW 2:30 – 3:25pm; Tue 3:20 – 4:20pm on campus; or set up a separate appointment by e-mail (options for a meeting type; In-person or via Zoom)

### **Required Textbook:**

**Event Planning – Communicating Theory & Practice, Second Edition**( by Leanne Bell McManus, Chip Rouse, and Stephanie Verni) – Kendall Hunt Publishing Company

ISBN-13: 978-1792408885

### **Possible Additional Required Readings:**

Posted on Blackboard and announced (via e-mail, Blackboard, and/or in class)

### **Course Description:**

This course explores principles and practices of managing events for both non-profit and for-profit organizations. It emphasizes strategic communication, organization, the role of traditional & social media, site preparation, personnel, security, conflict & crisis management, evaluation, innovation, and other key factors. Students will gain hands-on experience.

### **Student Learning Outcomes:**

By the end of the course, student should be able to:

- Internalize the key vocabulary of the strategic communication field
- Understand the roles of theories and research in event planning
- Apply course material in the real-world settings
- Elevate their communication skills in professional settings
- Engage in client and stakeholder relations work
- Improve effectiveness of their work in a team
- Develop a strategy for media engagement
- Demonstrate commitments to security, diversity, and other important concerns when designing an event
- Assess effectiveness of the chosen approach
- Build their portfolio
- Present their work with professionalism, confidence, and while demonstrating ethical commitments

### **Course Requirements - Assignments (1000 points):**

Participation, Worksheets, Quizzes, Homework Assignments, and in-Class Activities = 200 points

Students should come to class prepared (so reading the assigned materials and preparing any other required work) and ready to actively participate in class discussion.

Students may be given quizzes on chapter material throughout the course of the semester. Quizzes may consist of multiple-choice, true/false, and essay questions. Some quizzes will be announced ahead of time but unannounced pop-quizzes may also occur.

Furthermore, there will be other activities (for examples worksheets to be completed in class or as homework).

#### Exams = 300 points

Exams may consist of multiple-choice, true/false, and essay questions. Details regarding the exams will be discussed in class.

#### Applied Work (Assignments, Client Work, Interviews, Group Work, Portfolios, Presentations, etc.) = 450 points

Handouts will be distributed and details regarding the assignments will be discussed in class. Specific expectations, deadlines, guidelines for grading, and other relevant information will be provided.

#### Final Reflection = 50 points

Upon completion of the course, student will write a short reflection paper summarizing their learning experience and connecting the relevance of course material to their future careers and roles as citizens (details will be discussed in class).

### Course Grading

A=1000-900 points

B=899-800 points

C=799-700 points

D=699-600 points

F=599 points and below

### Course Policies & University Policies

#### 1. Attendance

Regular attendance is required in this course. Attendance will be taken and counted beginning the first day of class. The student is allowed to miss 3 days (MWF), 2 days (T/R), and 1 day (if class meets once a week) without penalty to the final grade. However, a student's absence will result in a zero for all work/assignments completed on that day. Once a student misses more than the allotted absences mentioned above, four (4) points will be deducted from the student's participation score for each additional absence. You will be counted absent if you are not present for the entire class. Three tardies (more than 10 minutes) will result in an absence.

To be considered excused for a class absence, the student must be excused through the school as they will be attending a school sponsored event. In these cases, it is the responsibility of the student to complete any assignments they will be missing prior to their departure. Please come talk to me if as soon as you know you will be missing a class.

#### 2. Late Tests/Exams

If you miss a test due to an excused absence (i.e., hospitalization, funeral of close family member), you must make the test up within a reasonable length (no more than one week, desirably less.) All arrangements for making up work should be made prior to the absence, if possible, and is the student's responsibility. A typed, signed and dated explanation must be given to the instructor upon returning to class. Missing a test for an unexcused reason results in a zero for the exam.

#### 3. Late Assignments

Generally, late work will not be expected unless the delay occurred due to an excused absence (verified by the University). Documentation will be required.

If extension is negotiated and granted prior to the deadline, student should expect 8% deduction for each late day.

#### 4. Academic Misconduct

Plagiarism will result in a zero for the assignment, and the instructor may pursue additional measures. Assignments are to be the original composition of each student. Outside sources are required for each assignment with proper citing in a bibliography as required.

#### 5. Honor Code Policy

Violations of academic integrity are very serious matters and are clearly documented in the ASU Student Handbook. The work a student submits in a class is expected to be the student's own work and must be work completed for that particular class and assignment. Plagiarism means intentionally or knowingly representing the words or ideas of another as one's own. This may include your own previous work. Plagiarism includes quoting or paraphrasing from other sources without acknowledging/citing the source of your information or presenting quoted material as your own words. You must be very clear about attribution of sources and you must know how to cite sources in a paper. Please see full Honor Code Policy at [http://www.angelo.edu/cstudent/documents/pdf/Student\\_Handbook.pdf](http://www.angelo.edu/cstudent/documents/pdf/Student_Handbook.pdf)

#### 6. Class Etiquette & Tech Devices Use

A. Please be a courteous student and peer. Use of cell phones in class will result in you being counted absent for the day, and will result in a 0 for any work completed on that day. *Students may not use Snapchat, Instagram, Facebook, or any other social media outlet to post pictures or videos of other students or their performance in the classroom. Failure to comply with this rule will result in you being reported to the Dean of Student Life.*

B. Students are **not allowed to use their laptops/tablets** to take notes, or text, IM, and surf the web while they are in class, or use their electronic devices to check the time during exams or quizzes. Glass & Kang (2018) note that several classroom studies have found a negative correlation between the amount of time spent using an electronic device during class and subsequent exam performance using both self-report measures of electronic device use (Fried, 2008; Jacobsen & Forste, 2011; Junco, 2012; Ravizza, Hambrick, & Fenn, 2014) and direct electronic monitoring (Kraushaar & Novak, 2010; Ravizza, Uitvlugt, & Fenn, 2017). For that reason, **all cell phones and electronic devices must be turned off during class time.**

- If you have a special condition and/or accommodation that necessitates electronic assistance, please discuss your case with the professor to request an exception. A doctor's note or other appropriate documentation will be required.
- If you use your devices during class time without professor's permission, your participation grade will be lowered.
- Conduct of behavior and academic honesty requirements as specified by the University should be followed in connection to the technological devices and digital media use

#### 7. Dress Requirement

Appropriate dress may be required for class presentations. Specific requirements will be announced by the instructor prior to the speech.

#### 8. Disability Statement

The Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability. It is the student's responsibility to initiate such a request by contacting:

Dr. Dallas Swafford, Director of Student Development  
325-942-2047 office or 325-942-2211 Fax

[dallas.swafford@angelo.edu](mailto:dallas.swafford@angelo.edu)  
University Center, Suite 112B

## 9. Religious Holiday Observance

A. “Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code 11.20.

B. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

C. A student who is excused under section 2 may not be penalized for the absence, however; the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.

## 10. Title IX at Angelo State University:

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. Sex discrimination, sexual misconduct, public indecency, interpersonal violence, sexual assault, sexual exploitation, sexual harassment, and stalking are not tolerated at ASU. As a faculty member, I am a Responsible Employee meaning that I will report any allegations I am notified of to the Office of Title IX Compliance in order to connect students with resources and options in addressing the allegations reported. You are encouraged to report any incidents to ASU’s Office of Title IX Compliance and the Title IX Coordinator. You may do so by contacting:

Michelle Miller J.D.  
*Special Assistant to the President and Title IX Coordinator*  
Mayer Administration Building, Room 210  
325-942-2022  
[michelle.boone@angelo.edu](mailto:michelle.boone@angelo.edu)

You may also file a report online 24/7 at [www.angelo.edu/incident-form](http://www.angelo.edu/incident-form).

If you are wishing to speak to someone about an incident in confidence you may contact the *University Health Clinic and Counseling Center* at 325-942-2173 or the *ASU Crisis Helpline* at 325-486-6345.

The Office of Title IX Compliance also provides accommodations related to pregnancy (such as communicating with your professors regarding medically necessary absences, modifications required because of pregnancy, etc.). If you are pregnant and need assistance or accommodations, please contact the Office of Title IX Compliance utilizing the information above. For more information about Title IX in general you may visit

## 11. Syllabus, Calendar, and Other Course Content Changes

The faculty member reserves the option to make changes as necessary to this syllabus, calendar, and the course content. If changes become necessary during this course, the faculty will notify students of such changes by email, course announcements and/or via a discussion board announcement. It is the student’s responsibility to look for such communications about the course on a regular basis.

**Course Schedule/ Calendar**

Week	Topic/Activities/Chapter Readings	Due Dates
1 Week of Jan. 18	<b>Syllabus Communication &amp; Event Planning</b>	<b>Read Ch. 1</b>
2 Week of Jan. 24	<b>Interpersonal Communication Nonverbal Communication</b>	<b>Read Ch. 2 Read Ch. 3</b>
3 Week of Jan 31	<b>Skills Lessons</b>	<b>Read Ch. 4 Read Ch. 5</b>
4 Week of Feb. 7	<b>Creativity Budgeting</b>	<b>Read Ch. 6 Read Ch. 7</b>
5 Week of Feb. 14	<b>Contracts Exam:</b>	<b>Read Ch. 8 Exam 1 -- Thursday</b>
6 Week of Feb. 21	<b>Staging Reflecting</b>	<b>Read Ch. 9 Read Ch. 10</b>
7 Week of Feb. 28	<b>Tourism Applied/Client Work; Research; Portfolio Development</b>	<b>Read Ch. 11</b>
8 Week of Mar. 7	<b>Conflict &amp; Crisis Applied/Client Work; Research; Portfolio Development</b>	<b>Read Ch. 12</b>
9 Week of Mar. 14	<b>Spring Break</b>	<b>Spring Break</b>
10 Week of Mar. 21	<b>Conflict &amp; Crisis Applied/Client Work; Research; Portfolio Development</b>	
11 Week of Mar. 28	<b>Integrated Marketing Communication Applied/Client Work; Research; Portfolio Development</b>	<b>Read Ch. 13</b>
12 Week of Apr. 4	<b>Leadership Entrepreneurship</b>	<b>Read Ch. 9 Read Ch. 10</b>
13 Week of Apr. 11	<b>Exam: Applied/Client Work; Research; Portfolio Development</b>	<b>Exam 2 – Tuesday</b>
14 Week of Apr. 18	<b>Applied/Client Work; Research; Portfolio Development</b>	
15 Week of Apr. 25	<b>Applied/Client Work; Research; Portfolio Development</b>	

<p style="text-align: center;"><b>16</b> <b>Week of May 2</b></p>	<p style="text-align: center;"><b>Final Portfolio Presentations</b></p>	<p style="text-align: center;"><b>Final Portfolio Presentations</b></p>
<p style="text-align: center;"><b>17</b> <b>FINALS</b> <b>Week of May 9</b></p>		<p style="text-align: center;"><b>Final Reflection Due (Tuesday May 10<sup>th</sup> by 5pm)</b> *See Assignment Sheet Handout for more details and submission instructions</p>

\*Calendar may be modified due to unforeseen circumstances or pedagogical reasons. Additional smaller assignments will be added. Details, schedule modifications, and additional assignment information will be discussed in class and/or posted on Blackboard Announcements – please pay regular attention to announcements.

\*Due to the nature of this course, there will be several deadlines for important milestones that will be determined during the semester as related to your applied/client work and portfolio development.