

**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:

Internal department event planning	100 points
External event planning	250 points
Individual portfolio	100 points
Final Test	50 points
Class exercises/participation	50 points
Total	550 points

5	More discussion of strategic planning
	Creating event portfolios
6	Location considerations
	Communication at the site, first impressions
7	Getting people to the event
	Publicity needs, planning priorities, multitasking
8	Conflict management in teams
9	Trade shows and conferences
	Coordination of tasks, vendors, guests, and members
10	Preparing communication plans and proposals, general overview and specific event principles
11	Team proposal preparations
12	Team proposal presentations
13	Contingency planning
	Crisis planning
14	Taking care of guests, amenities, offering specific benefits
15	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.
- C. Allen, J. (2000). Event Planning: The Ultimate Guide.

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.