Eastern Illinois University  
New Course Proposal  
REC 3320, Festivals and Special Events

1. Catalog Description  
   a. Course level: 3320  
   b. Title: Festivals and Special Events  
   c. Credit: (3-0-3)  
   d. Term to be offered: (F, Even Years)  
   e. Short title: Fest Spec Events  
   f. Course description: This course offers an introduction to the planning, marketing, management and evaluation of festivals and special events.  
   g. Prerequisite: At least 30 hours or Sophomore standing  
   h. Fall 2006

2. Student Learning Objectives and Evaluations  
   A. At the completion of this course, students should be able to:  
      1. Describe the scope and evolution of events management (exams/assignments).  
      2. Explain the values and benefits of events for individuals and communities (exams/assignments).  
      3. Describe event funding methods (exams/assignments/oral presentation).  
      4. Compare and contrast qualitative and quantitative event evaluations (exams/assignments).  
      5. Develop a comprehensive risk management plan (assignments).  
      6. Describe the role and management of necessary resources (exams/assignments/oral presentation).  
      7. Develop a strategic marketing plan for festivals and special events (assignments).  
   B. Methods of Assessing Students  
      1. Event Proposal Assignment (40%):  
         Working in groups, students will develop a special event proposal within an organizational setting of their choice. Proposals are to be organized in an orderly fashion and should include: event concept, event feasibility, key organizational factors and evaluation strategies. In class presentations will offer students a chance to practice promoting their event. Students will have an opportunity to revise the event proposal. Papers must be typed and are not to exceed 10 double-spaced pages.  
      2. Event Documentation Assignment (30%):  
         Each student will complete an event documentation, which is a written overview of a festival or special event. Students will want to use the
3. Examinations (20%):  
There will be two examinations given during the semester, one mid-term and one comprehensive final. Each examination is worth 10%.

4. Article summaries, in-class assignments and homework (10%):  
Assignments will be given throughout the semester. The majority of assignments will be conducted in class. Therefore attendance is very important, and missed assignments can not be made up.

   Event Proposal Assignment (30% written-10% verbal) 40%
   Event documentation Assignment 30%
   Examinations (2 at 10% each) 20%
   Article Summaries, in-class assignments 10%

Grading Scale
90-100 = A
80-89 = B
70-79 = C
70-80 = D

C. Not applicable
D. Not applicable
E. Not applicable

3. Outline of the Course
   Week 1: Introduction to event management and event trends  
   Demographic changes affecting global even management growth  
   Types and variety of events  
   The event management professional model

   Week 2: Five phases of the modern event management process  
   Event strengths, weaknesses, opportunities and threats  
   Blueprints for events  
   Gap analysis for an event  
   Communication with event shareholders

   Week 3: Comprehensive research for an event  
   Key sources of information for planning  
   Creative program and design
Theme development

Week 4: Recruitment of staff and volunteers
- Orientation and training of staff and volunteers
- Policies, procedures, and practices
- Motivating and diversifying event staff and volunteers

Week 5: Basic event management financial and accounting terminology
- Event financial records
- Event balance sheet and income statement
- Revenues and expenses projection
- Event budget and grants

Week 6: Leadership characteristics in an event manager
- Critical decision making
- Problem solving
- Communication challenges
- Five critical factors to improve leadership ability

Week 7: Development and implementing the design for an event
- Appropriate resources
- Coordination of catering operations
- Technical resources, including lighting, sound, and special effects
- Site inspection
- Production schedule

Week 8: Event contingency plans
- Monitoring event operations
- Efficient registration operation
- Industry and professional speakers
- Mid-term examination

Week 9: Tours
- Special events within events
- Accompanying persons programs
- Americans with Disabilities Act

Week 10: Market research
- The five P’s of event marketing
- Internal and external marketing of programs
- Fairs and festivals
- Advertising programs
- The Internet and event marketing strategy

Week 11: Role and scope of the emerging Internet marketplace
- Advantages in online marketing
- Web marketing opportunities
- Security and confidentiality for the Website
- Evaluate the data collected
Event Proposals Assignment Due
Oral Presentations

Week 12: Standard and customary event regulations and procedures
Legal event documents
Event liabilities
Permits and licenses
Risk management procedures
Oral Presentations

Week 13: Morals, laws, and ethics
Ethical problems in the special events industry
Event document due

Week 14: Emerging technology within the event industry
Resources for efficient technological solutions
Data processing systems
Technological solutions to solve problems

Week 15: Case studies in event management
Overview of certification in events management
Credentials as needed for employment, promotion, and success
Revised event proposal assignment due
Review for final examination

B. Not applicable

4. Rationale
A. Purpose and need: This course is needed to provide a well rounded option in travel and tourism. Students have requested additional courses in travel and tourism and related courses. There is growing need in parks, recreation and tourism agencies for people with special events background.

B. Course level is requested to assure that students have been exposed to a variety of courses that have encouraged development of broad understanding of world events. This will assist in the understanding festivals from an international perspective.

C. Similarity to existing courses:
   FCS 4340  Conventions and Trade Shows
   CMN 3950  Conference and Event Planning

D. This course is part of a new option in travel and tourism and will be required for the option. The course will be a new Recreation Administration Elective.

5. Implementation
A. Initial instructor: Dr. Charles Chancellor

B. Additional costs: No additional cost to students

6. Community College Transfer
   A community college course will not be judged equivalent to this course.

7. Date approved by Department Curriculum Committee: **March 29, 2005**

8. Date approved by College Curriculum Committee: **April 25, 2005**

9. Date approved by CAA: **November 17, 2005**.