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OFFICE OF THE
SENATE COUNCIL

Course Information

Date Submitted: 12/11/2015

Current Prefix and Number: HMT - Hospitality Management , HMT 570 EVENT PLANNING AND COORDINATION

Other Course:

Proposed Prefix and Number: HMT 570

What type of change is being proposed?

Major – Add Distance Learning

Should this course be a UK Core Course? No

1. General Information

a. Submitted by the College of: AGRICULTURE, FOOD AND ENVIRONMENT

b. Department/Division: Retailing & Tourism Management

c. Is there a change in 'ownership' of the course? No

If YES, what college/department will offer the course instead: Select...

e. Contact Person

Name: Scarlett Wesley

Email: scarlett.wesley@uky.edu

Phone: 859-257-7778

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

f. Requested Effective Date

Semester Following Approval: Yes OR Effective Semester:

2. Designation and Description of Proposed Course

a. Current Distance Learning (DL) Status: Please Add

b. Full Title: EVENT PLANNING AND COORDINATION

Proposed Title: EVENT PLANNING AND COORDINATION

c. Current Transcript Title: EVENT PLANNING AND COORDINATION

Proposed Transcript Title: EVENT PLANNING AND COORDINATION

d. Current Cross-listing: none

Proposed – ADD Cross-listing :

Proposed – REMOVE Cross-listing:

e. Current Meeting Patterns

Proposed Meeting Patterns

LECTURE: 3

f. Current Grading System: Graduate School Grade Scale

Proposed Grading System: *Letter (A, B, C, etc.)*

g. Current number of credit hours: 3

Proposed number of credit hours: 3

h. Currently, is this course repeatable for additional credit? No

Proposed to be repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester? No

2i. Current Course Description for Bulletin: This course will provide the theoretical and practical foundations for effective twenty-first century event management. Students will learn how to research, design, coordinate, and evaluate professional events. Specifically, this course deals with the horse industry activities in the state of Kentucky.

Proposed Course Description for Bulletin: This course will provide the theoretical and practical foundations for effective twenty-first century event management. Students will learn how to research, design, coordinate, and evaluate professional events. Specifically, this course deals with the horse industry activities in the state of Kentucky.

2j. Current Prerequisites, if any: Prereq: HMT 120, HMT 308 and HMT 210 or consent of instructor.

Proposed Prerequisites, if any: Prereq: HMT 120, HMT 308 and HMT 210 or consent of instructor.

2k. Current Supplementary Teaching Component:

Proposed Supplementary Teaching Component:

3. Currently, is this course taught off campus? No

Proposed to be taught off campus? No

If YES, enter the off campus address:

4. Are significant changes in content/student learning outcomes of the course being proposed? No

If YES, explain and offer brief rationale:

5a. Are there other depts. and/or pgms that could be affected by the proposed change? No

If YES, identify the depts. and/or pgms:

5b. Will modifying this course result in a new requirement of ANY program? No

If YES, list the program(s) here:

6. Check box if changed to 400G or 500: No

Distance Learning Form

Instructor Name: Jason Swanson

Instructor Email: jasonrswanson@uky.edu

Internet/Web-based: Yes

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations? The course syllabus for HMT 570 does conform to the University Senate Syllabus Guidelines, specifically the Distance Learning Considerations. All materials for this course will be managed on the student Canvas system.

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc. Content for the Distance Learning student will be the same as for a classroom-based student. Students taking an online course will be offered the same services as students enrolled in face to face courses at the University of Kentucky in the Department of Retailing and Tourism Management. When two sections of the same course are offered, one being face to face and one being distance, students will be held to the same requirements for each, have the same content presented to them, and be assessed in the same ways for each.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc. Students will submit work in Canvas using the appropriate course website. Canvas is a password protected system. Students are given the University's policy regarding academic integrity on their syllabus. There will be no exams given for assessment in this course.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above? no

If yes, which percentage, and which program(s)?

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting? Students in an online section of this course will be given access to the same materials and information as any face to face students taking this course. These materials and information will be delivered to students via Canvas and the course webpage located on Canvas. Online students will have access to all services at the University of Kentucky. The instructor for this course will also be available electronically to the students taking the online section via virtual office hours and the Canvas course webpage.

6. How do course requirements ensure that students make appropriate use of learning resources? Students in both the distance learning and classroom setting sections of this course will be given all course materials via Canvas.

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program. All necessary access for students enrolled in an online section of this course is provided on the Canvas course webpage. This includes course materials, discussion boards, submission of assignments, syllabus, and readings. The instructor will also use Canvas to communicate with students and as a way to provide the most updated information about the course.

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)? The following statement appears on the syllabus: Canvas Course website, syllabus, course materials, assignments, grades and external resources and important announcements will be posted on Canvas from time to time; therefore, it is crucial that you make it a habit to check the course website frequently. The Blackboard system utilizes your @uky e-mail address as the default. The instructor will use the Canvas "communications" tab to send important information and announcements during the semester. Therefore, you should make it a habit to check your UK email account regularly, or make arrangements to have your e-mail forwarded to the account you check most frequently. If you have technical problem to access the course materials please contact TASC (www.uky.edu/TASC/; 859-257-8272) and Information Technology Customer Service Center (www.uky.edu/UKIT/; 859- 257-1300).

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? YES

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology. Course will be delivered using Canvas and the Canvas course webpage.

10. Does the syllabus contain all the required components? YES

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name: Jason Swanson

SIGNATURE|VPWICK0|Vanessa P Jackson|HMT 570 CHANGE Dept Review|20150417

SIGNATURE|LGRABAU|Larry J Grabau|HMT 570 CHANGE College Review|20150925

SIGNATURE|JMETT2|Joanie Ett-Mims|HMT 570 CHANGE Undergrad Council Review|20151217

SIGNATURE|ZNNIK00|Roshan N Nikou|HMT 570 CHANGE Graduate Council Review|20160210

Course Change Form

https://myuk.uky.edu/sap/bc/soap/rfc?services=

Open in full window to print or save

Generate R

Attachments:

Upload File

ID	Attachment
Delete 6014	HMT 570 syllabus.pdf

First 1 Last

NOTE: Start form entry by choosing the Current Prefix and Number (*denotes required fields)

Current Prefix and Number:		HMT - Hospitality Management HMT 570 EVENT PLANNING AND COORDINATION	Proposed Prefix & Number: (example: PHY 401G) <input checked="" type="checkbox"/> Check if same as current	HMT 570
* What type of change is being proposed?		<input type="checkbox"/> Major Change <input checked="" type="checkbox"/> Major - Add Distance Learning <input type="checkbox"/> Minor - change in number within the same hundred series, exception to the same "hundred series" <input type="checkbox"/> Minor - editorial change in course title or description which does not in content or emphasis <input type="checkbox"/> Minor - a change in prerequisite(s) which does not imply a change in content or emphasis, or which is made necessary by the elimination or alteration of the prerequisite(s) <input type="checkbox"/> Minor - a cross listing of a course as described above		
Should this course be a UK Core Course? <input type="radio"/> Yes <input checked="" type="radio"/> No				
If YES, check the areas that apply:				
<input type="checkbox"/> Inquiry - Arts & Creativity <input type="checkbox"/> Composition & Communications - II <input type="checkbox"/> Inquiry - Humanities <input type="checkbox"/> Quantitative Foundations <input type="checkbox"/> Inquiry - Nat/Math/Phys Sci <input type="checkbox"/> Statistical Inferential Reasoning <input type="checkbox"/> Inquiry - Social Sciences <input type="checkbox"/> U.S. Citizenship, Community, Diversity <input type="checkbox"/> Composition & Communications - I <input type="checkbox"/> Global Dynamics				
1. General Information				
a. Submitted by the College of:		AGRICULTURE, FOOD AND ENVIRONMENT	Submission Date: 12/11/2015	
b. Department/Division:		Retailing & Tourism Management		
c.* Is there a change in "ownership" of the course?				
<input checked="" type="radio"/> Yes <input type="radio"/> No If YES, what college/department will offer the course instead? <input type="text" value="Select..."/>				
e.* * Contact Person Name:		Scarlett Wesley	Email: scarlett.wesley@uky.edu	Phone: 859-257-7778
* Responsible Faculty ID (if different from Contact):			Email:	Phone:
f.* Requested Effective Date:		<input checked="" type="checkbox"/> Semester Following Approval	OR	Specific Term: 2
2. Designation and Description of Proposed Course.				
a. Current Distance Learning(DL) Status:		<input type="radio"/> N/A <input type="radio"/> Already approved for DL* <input checked="" type="radio"/> Please Add <input type="radio"/> Please Drop		
*If already approved for DL, the Distance Learning Form must also be submitted <u>unless</u> the department affirms (by checking this box) that proposed changes do not affect DL delivery.				
b. Full Title:		EVENT PLANNING AND COORDINATION	Proposed Title: *	EVENT PLANNING AND COORDINATION
c. Current Transcript Title (if full title is more than 40 characters):			EVENT PLANNING AND COORDINATION	
c. Proposed Transcript Title (if full title is more than 40 characters):			EVENT PLANNING AND COORDINATION	
d. Current Cross-listing:		<input checked="" type="checkbox"/> N/A	OR	Currently ² Cross-listed with (Prefix & Number): none
Proposed - ADD ³ Cross-listing (Prefix & Number):				

Proposed - REMOVE ²⁴ Cross-listing (Prefix & Number):					
e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours ² for each meeting pattern type.					
Current:	Lecture	Laboratory ²	Recitation	Discussion	Indep. Study
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other _____ Please explain: _____		
Proposed: *	Lecture 3	Laboratory ²	Recitation	Discussion	Indep. Study
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other _____ Please explain: _____		
f. Current Grading System:		Graduate School Grade Scale			
Proposed Grading System:*		<input checked="" type="radio"/> Letter (A, B, C, etc.) <input type="radio"/> Pass/Fail <input type="radio"/> Medicine Numeric Grade (Non-medical students will receive a letter grade) <input type="radio"/> Graduate School Grade Scale			
g. Current number of credit hours:		3	Proposed number of credit hours:*		3
h.* Currently, is this course repeatable for additional credit?					<input type="radio"/> Yes <input checked="" type="radio"/> No
* Proposed to be repeatable for additional credit?					<input type="radio"/> Yes <input checked="" type="radio"/> No
IF YES:		Maximum number of credit hours:			
IF YES:		Will this course allow multiple registrations during the same semester?			
		<input type="radio"/> Yes <input checked="" type="radio"/> No			
i. Current Course Description for Bulletin:					
This course will provide the theoretical and practical foundations for effective twenty-first century event management. Students will learn how to research, design, coordinate, and evaluate professional events. Specifically, this course deals with the horse industry activities in the state of Kentucky.					
* Proposed Course Description for Bulletin:					
This course will provide the theoretical and practical foundations for effective twenty-first century event management. Students will learn how to research, design, coordinate, and evaluate professional events. Specifically, this course deals with the horse industry activities in the state of Kentucky.					
j. Current Prerequisites, if any:					
Prereq: HMT 120, HMT 308 and HMT 210 or consent of instructor.					
* Proposed Prerequisites, if any:					
Prereq: HMT 120, HMT 308 and HMT 210 or consent of instructor.					
* _____					
k. Current Supplementary Teaching Component, if any:					
<input type="radio"/> Community-Based Experience <input type="radio"/> Service Learning <input type="radio"/> Both					

Proposed Supplementary Teaching Component:	<input type="radio"/> Community-Based Experience <input type="radio"/> Service Learning <input type="radio"/> Both <input type="radio"/> No Change
3. Currently, is this course taught off campus?	<input type="radio"/> Yes <input checked="" type="radio"/> No
* Proposed to be taught off campus?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, enter the off campus address:	
4.* Are significant changes in content/student learning outcomes of the course being proposed?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, explain and offer brief rationale:	
5. Course Relationship to Program(s).	
a.* Are there other depts and/or pgms that could be affected by the proposed change?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, identify the depts. and/or pgms:	
b.* Will modifying this course result in a new requirement ² for ANY program?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES ² , list the program(s) here:	
6. Information to be Placed on Syllabus.	
a. <input checked="" type="checkbox"/> Check box if changed to 400G or 500.	If changed to 400G- or 500-level course you must send in a syllabus and you must include the differentiation undergraduate and graduate students by: (i) requiring additional assignments by the graduate students; and establishing different grading criteria in the course for graduate students. (See SR 3.1.4.)

Distance Learning Form

This form must accompany every submission of a new/change course form that requests distance learning delivery. This form may be required when changing a course already approved for t fields are required!

Introduction/Definition: For the purposes of the Commission on Colleges Southern Association of Colleges and Schools accreditation review, *distance learning* is defined as educational process in which the majority of the instruction (interaction between students and instructors and among students) in a course occurs when students and instructor in the same place. Instruction may be synchronous or asynchronous. A distance learning (DL) course may employ correspondence study, or audio, video, or computer techn

A number of specific requirements are listed for DL courses. The **department** proposing the change in delivery method is responsible for ensuring that the require below are satisfied at the individual course level. It is the responsibility of the instructor to have read and understood the university-level assurances regarding an equi experience for students utilizing DL (available at <http://www.uky.edu/USC/New/forms.htm>).

Course Number and Prefix:	HMT 570	Date:	4/17/2015
Instructor Name:	Jason Swanson	Instructor Email:	jasonswanson@uky.edu

Check the method below that best reflects how the majority of the course content will be delivered.

Internet/Web-based
 Interactive Video
 Hybrid

Curriculum and Instruction

- How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Syllabus Guidelines, specifically the Distance Learning Considerations?
 The course syllabus for HMT 570 does conform to the University Senate Syllabus Guidelines, specifically the Distance Learning Considerations. All materials for this course will be managed on the student Canvas system.
- How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course go assessment of student learning outcomes, etc.
 Content for the Distance Learning student will be the same as for a classroom-based student. Students taking an online course will be offered the same services as students enrolled in face to face courses at the University of

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

Students will submit work in Canvas using the appropriate course website. Canvas is a password protected system. Students are given the University's policy regarding academic integrity on their syllabus. There will be no exams

4. Will offering this course via DL result in at least 25% or at least 50%* (based on total credit hours required for completion) of a degree program being offered via a DL, as defined above?

no

Which percentage, and which program(s)?

*As a general rule, if approval of a course for DL delivery results in 50% or more of a program being delivered through DL, the effective date of the course's DL del six months from the date of approval.

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom se
- Students in an online section of this course will be given access to the same materials and information as any face to face students taking this course. These materials and information will be delivered to students via

Library and Learning Resources

6. How do course requirements ensure that students make appropriate use of learning resources?

Students in both the distance learning and classroom setting sections of this course will be given all course materials via Canvas.

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

All necessary access for students enrolled in an online section of this course is provided on the Canvas course webpage. This includes course materials, discussion boards, submission of assignments, syllabus, and readings.

Student Services

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/ of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?

The following statement appears on the syllabus: Canvas Course website, syllabus, course materials, assignments, grades and external resources and important announcements will be posted on Canvas from time to time; therefore,

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)?

Yes

No

If no, explain how students enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

Course will be delivered using Canvas and the Canvas course webpage.

10. Does the syllabus contain all the required components, below? Yes

- Instructor's *virtual* office hours, if any.
- The technological requirements for the course.
- Contact information for Distance Learning programs (<http://www.uky.edu/DistanceLearning>) and Information Technology Customer Service Center (<http://www.uky.edu/UKIT/Help/>; 859-218-HELP).
- Procedure for resolving technical complaints.
- Preferred method for reaching instructor, e.g. email, phone, text message.
- Maximum timeframe for responding to student communications.
- Language pertaining academic accommodations:
 - "If you have a documented disability that requires academic accommodations in this course, please make your request to the University Disability Res Center. The Center will require current disability documentation. When accommodations are approved, the Center will provide me with a Letter of Accommodation which details the recommended accommodations. Contact the Disability Resource Center, Jake Karnes, Director at 859-257-2754 or jkarnes@email.uky.edu."
- Specific dates of face-to-face or synchronous class meetings, if any.
- Information on Distance Learning Library Services (<http://www.uky.edu/libraries/DLIS>).
 - Carla Cantagallo, DL Librarian
 - Local phone number: 859 257-0500, ext. 2171; long-distance phone number: (800) 828-0439 (option #6)
 - Email: dlservice@email.uky.edu
 - DL Interlibrary Loan Service: http://www.uky.edu/libraries/libpage.php?web_id=253&lib_id=16

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

Jason Swanson

Abbreviations: DLP = Distance Learning Programs ATG = Academic Technology Group Customer Service Center = 859-218-HELP (<http://www.uky.edu/UKIT/Help/>)

Revised 8/09

¹¹See comment description regarding minor course change. *Minor changes are sent directly from dean's office to Senate.Council Chair. If Chair deems the change as "n form will be sent to appropriate academic Council for normal processing and contact person is informed.*

¹²Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

¹³Signature of the chair of the cross-listing department is required on the Signature Routing Log.

¹⁴Removing a cross-listing does not drop the other course – it merely unlinks the two courses.

¹⁵Generally, undergrad courses are developed such that one semester hr of credit represents 1 hr of classroom meeting per wk for a semester, exclusive of any lab meeting generally represents at least two hrs per wk for a semester for 1 credit hour. (See *SR 5.2.1.*)

¹⁶You must *also* submit the Distance Learning Form in order for the course to be considered for DL delivery.

¹⁷In order to change a program, a program change form must also be submitted.



An Equal Opportunity University
Retailing & Tourism Management
Hospitality & Tourism Management
College of Agriculture Food & Environment
318 Erikson Hall
Lexington, KY 40506-0050
Phone: (859) 257-4917
Fax: (859) 257-1275

HMT 570 – Advanced Event Planning and Coordination

Instructor

Dr. Jason R. Swanson, Ph.D.
120 Erikson Hall
Phone: (859) 257-4965
Email: jasonrswanson@uky.edu (preferred method, will respond within 2 business days)
Office hours: Wednesdays from 1:30pm to 2:30pm, or by appointment

Teaching Assistant

TBA

Course Description

This course will provide the theoretical and practical foundations for effective twenty-first century event management. Students will learn how to research, design, coordinate, and evaluate professional events. Specifically, this course deals with the horse industry activities in the state of Kentucky. Prereq: HMT 120, HMT 308 and HMT 210 or consent of instructor.

This is a distance learning course. The course materials will be delivered via Canvas. If you have any problem to access Canvas and have questions regarding a distance class please contact Distance Learning Program (DLP) (<http://www.uky.edu/DistanceLearning/>; 859-257-3377) and Information Technology Customer Service Center (www.uky.edu/UKIT/; 859-257-1300).

Contact information for Distance Learning Library Services

Phone: (859) 218-1240

Fax: (859) 257-0505

E-mail: dllservice@lsv.uky.edu

Librarian: [Carla Cantagallo](#)

2-2, north wing, [William T. Young Library](#) 0456

Website: <http://libraries.uky.edu/dlls>



Course Objectives

1. To provide knowledge about planning and executing social, corporate, and public events
2. To enhance skills in design and creativity
3. To encourage students to think about sustainability when planning events
4. To create opportunities for students to implement event planning knowledge through hands-on activities

Student Learning Outcomes

At the end of the course, students will be able to:

- Assess the appropriateness of a venue as an event site
- Evaluate the needs of the audience with respect to an event
- Design an appropriate atmosphere for an event
- Provide adequate and appropriate food and beverage options for event participants
- Manage event staff and volunteers
- Create a detailed plan for a specific event
- Develop tactics to promote an event
- Research and communicate visitor satisfaction with events

Required Textbook

Silvers, J. R. (2012). Professional Event Coordination (2nd ed.). John Wiley and Sons Publishing: Hoboken, NJ. (ISBN: 978-0-470-56071-6)

Assignments – Undergraduate and Graduate**Weekly Assignments**

Online lectures and Weekly Assignments will be available by 3pm each Friday on Canvas. All Weekly Assignments will be due by 8:00am Eastern on the following Friday.

Chapter Homework Assignments (CHA)

You will be responsible for answering five questions about topics covered in each chapter of the textbook.

Questions (LQ)

Each week, you will submit one question about a topic presented in the weekly lecture about which you need clarification or would like a deeper understanding. After being reviewed by the instructor, your question will be made available to one of your classmates who will answer it.

Question Answers (LQA)

You will be assigned a classmate's Lecture Question and will provide an answer that will be shared with the class after the answer is graded.

Event Experience Reflection Journals

You will work at least 15 hours with an actual event outside of class. Practical experience could be gained by working at or planning weddings, birthday parties, corporate networking functions, and other community or university events. You will keep a journal in Canvas documenting your event experience and observations

outside of class. The journal will include four entries of at least 500 words each. The four journal entries will be organized around the following topics: planning of the event, event execution, design and creativity, and sustainability.

Event Plan

You will write a comprehensive plan for your own event idea. You will develop the event's theme, budget, design, and marketing. Project deliverables, listed below, will be due periodically throughout the semester. More details of each deliverable will be provided separately on Canvas.

Deliverable #1 – Event Budget

Deliverable #2 – Venue Selection

Deliverable #3 – Event Theme Board

Deliverable #4 – Food, Beverage, and Entertainment Plan

Deliverable #5 – Event Promotion Plan

Deliverable #6 – Staffing Plan

Deliverable #7 – Event Evaluation Survey Instrument

Post-Event Research Analysis

You will also analyze and report on event satisfaction data from an actual event that will be provided to you.

Assignments – Graduate Only

Event Evaluation

You will select one event in your local area to evaluate. You will provide a written description of the event, and provide an in-depth analysis of your evaluation. Describe the event in detail including purpose, location, attendees, etc.

Event Management – research project

You conduct a consumer research project to accompany your event plan. This project will follow basic research design. More detailed instructions will be given to you later in the semester.

Grading Schematic

The weight of each Course Requirement will be as follows:

Undergraduate Students:**Weekly Assignments**

Chapter Homework Assignments (15 @ 10 points each)	150 points (12.5%)
Questions (14 @ 2 points each)	30 points (2.5%)
Question Answers (14 @ 5 points each)	70 points (5.8%)
Event Experience Reflection Journals (4 @ 25 points each)	200 points (16.6%)
Event Plan Deliverables (7 @ 50 points each)	450 points (37.5%)
<u>Post-Event Research Analysis</u>	<u>300 points (16.7%)</u>
Total	1,200 points

The following grading scale will be used to determine final grades for undergraduate students:

A	1,080 – 1,200 points
B	960 – 1,079 points
C	840 – 959 points
D	839 – 720 points
E	0 – 719 points

Mid-term Grade

Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/registrar/content/academic-calendar>).

Graduate Students:**Weekly Assignments**

Chapter Homework Assignments (15 @ 10 points each)	150 points (12.5%)
Questions (14 @ 2 points each)	28 points (2.3%)
Question Answers (14 @ 5 points each)	70 points (5.8%)
Event Evaluation	100 points (8.3%)
Event Management – research project	205 points (16.8%)
Event Experience Reflection Journals (4 @ 25 points each)	100 points (8.3%)
Event Plan Deliverables (7 @ 50 points each)	350 points (29.3%)
<u>Post-Event Research Analysis</u>	<u>200 points (16.7%)</u>
Total	1,200 points

The following grading scale will be used to determine final grades for undergraduate students:

A	1,080 – 1,200 points
B	960 – 1,079 points
C	840 – 959 points
E	0 – 839 points

Course Policies

You will be responsible for checking class website on Canvas, reading all articles and other class materials, and completing all assignments on time. You are expected to adhere to all relevant University rules and regulations, to follow the course syllabus and schedule, to attend each class session on time.

Canvas Access Required

The course WEBSITE on UK's Canvas will provide: syllabus, readings, supplemental materials, grades and e-communications with instructors, teaching assistants, team members and fellow students. Be sure to check Canvas daily and if you do not, you may not receive important information that can affect your grade. The Canvas system utilizes your @uky e-mail address as the default. The instructor will use the Canvas "communications" tab to send important information and announcements during the semester. Therefore, you should make it a habit to check your UK email account regularly, or make arrangements to have your e-mail forwarded to the account you check most frequently. If you have technical problem to access the course materials please contact TASC (www.uky.edu/TASC/; 859-257-8272) and Information Technology Customer Service Center (www.uky.edu/UKIT/; 859-257-1300).

Missed or Late Work

If your assignment is turned in after its deadline, there will be a deduction of 20 percent per day for each day it is late if there is not an excused reason. All assignments are due by 8am on Friday of each week. If an assignment is turned in on Friday but after 8am, it will be considered one day late. If a student misses a deadline for a university approved reason, the student has one calendar week to make up the work missed.

Per *Senate Rule 5.2.4.2*, students missing any graded work due to an excused absence are responsible: for informing the Instructor of Record about their excused absence within one week following the period of the excused absence (except where prior notification is required); and for making up the missed work. The professor must give the student an opportunity to make up the work and/or the exams missed due to an excused absence, and shall do so, if feasible, during the semester in which the absence occurred.

Attendance Policy

Attendance will not count towards your grade in this course. Below is the University of Kentucky policy regarding excused absence.

Excused Absences

Students need to notify the professor of absences prior to class when possible. *Senate Rules 5.2.4.2* defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Two weeks prior to the absence is reasonable, but should not be given any later. Information regarding major religious holidays may be obtained through the Ombud (859-257-3737, http://www.uky.edu/Ombud/ForStudents_ExcusedAbsences.php).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused) per University policy.

Per *Senate Rule 5.2.4.2*, students missing any graded work due to an excused absence are responsible: for informing the Instructor of Record about their excused absence within one week following the period of the excused absence (except where prior notification is required); and for making up the missed work. The professor must give the student an opportunity to make up the work missed due to an excused absence, and shall do so, if feasible, during the semester in which the absence occurred.

Verification of Absences

Students may be asked to verify their absences in order for them to be considered excused. *Senate Rule 5.2.4.2* states that faculty have the right to request "appropriate verification" when students claim an excused absence because of illness, or death in the family. Appropriate notification of absences due to University-related trips is required prior to the absence when feasible and in no case more than one week after the absence.

Academic Integrity

Per University policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in

all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the University may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Senate Rules 6.3.1 (see <http://www.uky.edu/Faculty/Senate/> for the current set of *Senate Rules*) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about a question of plagiarism involving their work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording, or content from another source without appropriate acknowledgment of the fact, the students are guilty of plagiarism.

Plagiarism includes reproducing someone else's work (including, but not limited to a published article, a book, a website, computer code, or a paper from a friend) without clear attribution. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work, which a student submits as his/her own, whoever that other person may be. Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone.

When a student's assignment involves research in outside sources or information, the student must carefully acknowledge exactly what, where and how he/she has employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content, and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas, which are so generally and freely circulated as to be a part of the public domain.

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Accommodations due to disability

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability

Resource Center (DRC). The DRC coordinates campus disability services available to students with disabilities. It is located on the corner of Rose Street and Huguelet Drive in the Multidisciplinary Science Building, Suite 407. You can reach them via phone at (859) 257-2754 and via email at drc@uky.edu. Their web address is <http://www.uky.edu/StudentAffairs/DisabilityResourceCenter/>.

Technology

The University of Kentucky strongly recommends that each student purchase a personal laptop computer or equivalent tablet device. A student's program requirements, budget, and preference should be the primary factors in choosing a laptop/tablet. Most laptops on the market will meet basic needs; however, UK offers a few guidelines. A student should also consider the major he or she will be pursuing, as some areas of study may have more stringent requirements than the recommendations listed below.

Minimum suggested laptop computer hardware:

- Processor: Dual Core 1.3 Ghz or higher
- RAM: 4 GB minimum (more preferred)
- Hard Drive: 250 GB or larger preferred (minimum 100 GB or larger)
- Wireless card: 802.11n preferred (minimum 802.11 b/g compatible)
- Operating system: Most recent version for your hardware (for example, Mac OS 10.7+ or Windows 7+)
- Up-to-date virus software, preferably installed before coming to campus
- Webcam (some laptops come with an integrated webcam and will not require an external device)
- Headphones or headset with microphone
- *Other helpful options:* DVD/CD drive/burner, external hard drive (for data backup/extra storage), wired usb mouse, and laptop security cable

Minimum suggested tablet computer hardware:

- Processor: Dual Core 1.3 Ghz or higher | Apple A5 or higher
- Storage capacity: 32 GB or larger
- Wireless card: 802.11n preferred (minimum 802.11 b/g compatible)
- Operating system: Most recent version for your hardware (for example, Windows 8.1, Windows RT, iOS 7)
- *Other helpful options:* Adapters / Other Hardware.

Course Schedule*

Week	Topics and Assignments
1	Chapter 1-Anatomy of an Event Due: CHA #1, LQ #1 by 8am on Friday
2	Chapter 2-Creating the Event Plan Due: CHA #2, LQ #2, LQA #1 by 8am on Friday
3	Chapter 3-Developing the Event Site Due: CHA #3, LQ #3, LQA #2, Event Plan Deliverable #1 by 8am on Friday
4	Chapter 4-Providing the Event Infrastructure Due: CHA #4, LQ #4, LQA #3 by 8am on Friday
5	Chapter 5-Accommodating the Audience Due: CHA #5, LQ #5, LQA #4, Event Plan Deliverable #2 by 8am on Friday
6	Chapter 6-Coordinating the Environment Due: CHA #6, LQ #6, LQA #5, Event Plan Deliverable #3 by 8am on Friday
7	Chapter 7-Fundamentals of the Production Due: CHA #7, LQ #7, LQA #6, Event Plan Deliverable #4 by 8am on Friday
8	Chapter 8-Staging an Engaging Experience Due: CHA #8, LQ #8, LQA #7, Event Plan Deliverable #5 by 8am on Friday
9	Chapter 9-Ancillary Programs Due: CHA #9, LQ #9, LQA #8 by 8am on Friday Graduate only: Event Evaluation
10	Spring Break
11	Chapter 10-Food and Beverage Operations Due: CHA #10, LQ #10, LQA #9, Event Plan Deliverable #6, Event Experience Reflection Journal Entry #1 by 8am on Friday
12	Chapter 11-Making Event Memories Due: CHA #11, LQ #11, LQA #10, Event Plan Deliverable #7, Event Experience Reflection Journal Entry #2 by 8am on Friday
13	Chapter 12-Safe Operations Due: CHA #12, LQ #12, LQA #11, Event Experience Reflection Journal Entry #3 by 8am on Friday
14	Chapter 13-Vendors and Volunteers Due: CHA #13, LQ #13, LQA #12, Event Experience Reflection Journal Entry #4 by 8am on Friday
15	Chapter 14-Knowledge Management Due: CHA #14, LQ #14, LQA #13, Post-Event Research Analysis by 8am on Friday
16	Chapter 15-Sustainable Success Due: CHA #15, LQA #14 by 8am on Friday Graduate Only: Event Management research project

**Note: Topics are subject to change. Students will be notified of any changes.*