

Course Title	HTM 201 Event Planning and Marketing	Instructor(s)	Dr. Raweewan Proyrungroj
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Class Style	Lecture	Office Hours	Wednesday between 1.00-5.00 pm.
Track	Hospitality and Tourism Management	Mode of Instruction	Lecture and active learning
Credits	2 Credits	Allocated Year	Spring 2024
Active Learning	<p>Category 1- (3) Written paraphrases and summaries (6) Response/reaction</p> <p>Category 2 -(3) Presentation and reverse</p> <p>Category 3- (2) Pause for reflection</p> <p>Category 4 -(1) Interactive lectures (3) Free discussions (9) Group work on Questions</p>	Compulsory or Elective	Compulsory
Course Overview	Meaning and types of events, steps and key considerations in delivering events, potential costs as well as funding and income sources for delivering events, and writing an event plan.		
Course Objectives	<p>In this course, students will learn about event planning and marketing and be able to:</p> <ol style="list-style-type: none"> <li>1. Define meaning, identify different types of events, and describe main characteristics of events.</li> <li>2. Identify main reasons for holding events</li> <li>3. Determine key aspects of event planning and delivering, and explain procedures for delivering an event.</li> <li>4. Identify key costs as well as main sources of funding and income for holding events.</li> <li>5. Write an event plan</li> </ol>		
Prerequisite			
Course Schedule	No	Contents	Homework
	1	<p>Syllabus and introduction to the course topics <i>Understand the syllabus and an overview of the course, and define the meaning of events through group work and discussion</i></p> <p><b>Chapter 1 Meaning and Types Events</b> <i>Explain meanings of events, identify different types of events, and describe main characteristics of events.</i></p>	<p>Answer the homework sheet. Read the course materials for week 2.</p>
	2	<p><b>Chapter 1 Meaning and Types Events</b> <i>Explain meanings of events, identify different types of events, and describe main characteristics of events.</i></p>	<p>Answer the homework sheet. Read the course materials for week 3.</p>
	3	<p><b>Chapter 2 Steps for Delivering an Event</b> <i>Explain important steps for delivering an event</i></p>	<p>Answer the homework sheet Read the course materials for week 4</p>
	4	<p><b>Chapter 2 Steps for Delivering an Event (cont'd)</b> <i>Explain details of each step for delivering an event</i></p>	<p>Answer the homework sheet. Prepare for the test</p>
	5	Test (Chapter 1-2)	Read the course materials for week 6
6	<p><b>Chapter 2 Steps for Delivering an Event (cont'd)</b> <i>Explain details of each step for delivering an event (cont'd)</i></p>	<p>Answer the homework sheet. Read the course materials for Week 7.</p>	

	7	<b>Chapter 3 Costs and Potential Funding and Income Sources</b> <i>Explain different costs in delivering an event</i>	Answer the homework sheet. Read the course materials for Week 8.
	8	<b>Chapter 3 Costs and Potential Funding and Income Sources (cont'd)</b> <i>Describe potential funding and income sources for delivering an event</i>	Answer the homework sheet. Read the course materials for Week 9.
	9	<b>Chapter 3 Costs and Potential Funding and Income Sources (cont'd)</b> <i>Describe potential funding and income sources for delivering an event</i>	Answer the homework sheet. Read the course materials for Week 10
	10	<b>Chapter 3 Costs and Potential Funding and Income Sources (cont'd)</b> <i>Describe potential funding and income sources for delivering an event</i>	Answer the homework sheet. Prepare for the test.
	11	Test (Chapters 2-3)	Read the course materials for Week 12.
	12	<b>Chapter 4 Writing an Event Plan</b> <i>Practice writing an event plan step by step</i>	Answer the homework sheet Develop an event plan and prepare for a presentation next week (group work)
	13	<b>Chapter 4 Writing an Event Plan (cont'd)</b> <i>Practice writing an event plan step by step</i>	Answer the homework sheet Develop an event plan and prepare for a presentation next week (group work)
	14	<b>Chapter 4 Writing an Event Plan (cont'd)</b> <i>Practice writing an event plan step by step</i>	Prepare for the presentation (group work)
15	Presentation on an event plan Review for the final examination	Prepare for the final examination	
Grading	Grades will be determined as follows: - Attendance 10% - Tests 20% - Oral presentations (group presentations) 15% - Review questions 10% - Participation (i.e. answering the questions, sharing opinions, asking questions) 5% - Homework 10% - Final examination 30%		
Textbooks	Course materials prepared by the lecturer.		
References	Berners, P. (2018). <i>The practical guide to managing event venues</i> . Routledge. Berners, P. (2017). <i>The practical guide to organizing events</i> . Taylor & Francis. Lunt, T., & Nicotra, E. (2018). <i>Event sponsorship and fundraising</i> . Kogan Page.		
NOTES	<b>Class Preparation and Review</b> As with any college class, students are expected to study course materials outside of class. For this class, students should read each assigned reading before coming to class. It will take approximately two hours to look up new vocabulary, identify and comprehend the main concepts, answer homework questions, and prepare for each class meeting. Finally, students should spend about one hour before class reviewing their notes from previous classes, writing down any questions they have about the lesson, and doing additional research to prepare for class discussion.		

	<p>In other words, students are expected to spend at least one hour preparing for every hour of lesson, and one hour reviewing and doing Homework. Therefore, because we meet for 90 minutes per week, you should be doing at least 180 minutes preparing and reviewing each week.</p>
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