

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: SEMT- 310 Department: Business Administration

Course Title: Event Management Semester: Fall Year: 2006

Course Objective	Competencies
<ol style="list-style-type: none">1. Understand the planning and organizing of a large scale event.2. Enhance student knowledge and experience of the corporate sponsorship sales process.	<ol style="list-style-type: none">1. Identify purpose and goals.2. Determine the event and program that allows both to be satisfied.3. Formulate a timeline.4. Identify the appropriate human resources (both staff and volunteers) to carry out the functions associated with planning and conducting the event.5. Compile a budget.6. Select a location.7. Identify potential guests/participants.8. Evaluate software resources. <ol style="list-style-type: none">1. Develop a proposal that includes the necessary research and analysis as well as a contract that reflects the terms and conditions of the agreement.2. Formulate a plan to service the contract.3. Present the proposal to potential sponsors.4. Prepare an evaluation of the contract.5. Prepare an evaluation of the process.

Course Objective	Competencies
<p>3. Develop a marketing plan that includes promotion, publicity and printed materials.</p>	<ol style="list-style-type: none">1. Identify advertising alternatives and prepare potential advertisements.2. Determine direct mail distribution and prepare mailing pieces.3. Select the elements and prepare the schedule for a public relations campaign. Draft the pieces that will be used.4. Determine the appropriateness for a telemarketing campaign. If appropriate, prepare the strategy and information that will be used during the Spring semester.5. Prepare a personal selling campaign that others can implement next semester.