

Special Event Management

CRN Dept MEX902 Sec 01 www.MsWilkerson.com

Course Syllabus

Instructor: Charmaine Wilkerson

Course Objectives

This course will provide you with tools to improve the effectiveness of your special events. Develop your skills as an Event Manager as you identify the potential challenges to a successful event and select appropriate solutions. You will be provided with essential information for success for developing profitable planning strategies, identifying event goals and objectives, working with planning committees, and managing volunteers. You will learn to improve service quality while maintaining budgets, and how to market your event.

Class Meetings

We will have 1 class meeting on a Saturday. The class meets from 09:00 AM to 4:00 PM, in the EE Building.

Course Outcome

By the end of this course, you will be able to identify:

- What is Event Leadership and what it takes to be an Event Leader
- Event Management Specialties and which ones are suited for you as a career choice
- Stages of Event Management
 - Research
 - Design
 - Planning
 - Coordinating
 - Evaluation
- Behind-the-Scenes scenarios to avoid
- True-to-life stories to learn from
- Social Media Event Marketing
- Final Project at end of class: Plan an event in groups and include your WOW!
- Much more!

Grades

You will be given a **Credit** or **No Credit** grade at the end of the class. If you attend 100% of the class AND participate you will receive credit.

Certificates

Certificates will be given to those students who attend at least 100% of all classes.

Contact Information

You can send me email at ahlilly@me.com

Our Class Website: www.MsWilkerson.com