

Minnesota State University Moorhead

COMM 383: Event Planning

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Event planning is a course designed to explore the public relations role that a special event(s) plays in building and maintaining a relationship(s) with a target audience(s), as a part of an integrated marketing communications plan (IMC). This course provides both a theoretical and experiential exposure to the processes of planning, implementing, and evaluating a special event. The learning outcomes of the course are to: 1) develop an understanding of the strategic role that special events plays as a part of an IMC plan; 2) develop an understanding of the project management process employed to develop a special event as a public relations tactic; 3) develop an understanding of the components involved in effectively designing the public relations special event; 4) develop an understanding of how to implement special events as a public relations tactic; 5) develop an understanding of the process used to evaluate the effectiveness of a public relations special event; and 6) provide an experiential learning opportunity in the planning, implementation, and evaluation of a public relations special event.

B. COURSE EFFECTIVE DATES: 09/09/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Develop an understanding of the strategic role that special events plays as a part of an IMC plan.
2. Develop an understanding of the project management process employed to develop a special event as a public relations tactic.
3. Develop an understanding of the components involved in effectively designing the public relations special event.
4. Develop an understanding of how to implement special events as a public relations tactic.
5. Develop an understanding of the process used to evaluate the effectiveness of a public relations special event.
6. Provide an experiential learning opportunity in the planning, implementation, and evaluation of a public relations special event.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted