

**Credit Hours:** 3

**Contact Hours:** This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

**Faculty Information:** Faculty contact information and office hours can be found on the faculty profile page.

---

## **COURSE DESCRIPTION AND OUTCOMES**

---

### **Course Description:**

This course introduces the systematic process of researching, planning, conducting, and evaluating the major elements of both campaigns and events. The course focuses on establishing campaign and event goals, objectives, strategies, and tactics. Students will also analyze public relations campaigns locally, nationally, and internationally.

### **Course Overview:**

The purpose of this course is to introduce students to event planning and public communication campaigns. Students learn that establishing sound social, environmental, political, and other communication campaigns requires a thorough understanding of event planning as well as knowledge about communication theories that explain the nature of human behavior in accepting a message.

The unique aspects of social and entertainment event planning, including weddings, community events, large and small scale concerts, and other potential media events, are covered. A discussion on the unique aspects of political event planning, including campaigns, campaign events, speech writing, working with security, messaging through visual communication, and other potential political events, are part of the course plan as well.

Concepts such as the importance of contracts, security, and logistical concerns when planning an event are discussed. Corporate Social Responsibility as a strategic communication function and emerging trends in entertainment-education is analyzed. Finally, a complete event planning communication campaign for local and international companies that will ultimately result in social change initiatives is presented.

### **Course Learning Outcomes:**

1. Understand the unique aspects of social and entertainment event planning including weddings, community events, large and small scale concerts, and other potential media events.

2. Understand the unique aspects of political event planning including campaigns, campaign events, theoretical approaches to speech writing, working with security, messaging through visual communication, and other potential political events.
3. Demonstrate the basic aspects of event technical production-i.e. stage management, lighting, sound, staging, schedules, production advances, dealing with production crews, and other related concepts.
4. Apply methods of communication, organization, and leadership which will help professionals in event planning and management.
5. Evaluate the basic overall methods for planning, management, and executing an event from beginning.

---

## PARTICIPATION & ATTENDANCE

---

Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

---

## COURSE MATERIALS

---

### Required:

Kilkenny, S. (2016). *The complete guide to successful event planning*. Oscala, FL: Atlantic Publishing Group. ISBN-13: 978-1620231562

Rice, R.E. & Atkin, C.K. (2013). *Public communication campaigns* (4th ed.). Retrieved from <http://dx.doi.org.csuglobal.idm.oclc.org/10.4135/9781544308449>

**NOTE:** *All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.*

---

## COURSE SCHEDULE

---

### Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and peer responses posted by Sunday at 11:59 p.m. MT. Late posts may not be awarded points.
- **Opening Exercises:** Take the Opening Exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The Opening Exercises will not affect your final grade.
- **Mastery Exercises:** Students may access and retake Mastery Exercises through the last day of class until they achieve the scores they desire.

- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

---

## WEEKLY READING AND ASSIGNMENT DETAILS

---

### Module 1

#### Readings

- Chapters 1, 2, & 3 in *Public Communication Campaigns*
- Chapters 2 & 3 in *The Complete Guide to Successful Event Planning*

#### Opening Exercise (0 points)

#### Discussion (25 points)

#### Mastery Exercise (10 points)

### Module 2

#### Readings

- Chapters 4 & 5 in *Public Communication Campaigns*
- Chapters 4, 5, & 6 in *The Complete Guide to Successful Event Planning*

#### Opening Exercise (0 points)

#### Discussion (25 points)

#### Critical Thinking (70 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Wedding Planning**

Planning an event can be a time-consuming process. You need to have an adequate budget to make the event possible. You also need the right people. The key thing to remember is that you are not alone when planning an event.

In this scenario, you are a wedding planner, and you have three months to prepare a client's wedding. With a \$15,000 budget (including your own pay), your task is to plan all the logistics of the event. Explain your approach for making this a successful wedding. Include all of the following in your paper:

1. Goals and objectives
2. Your team (who will help you)
3. Venue and date
4. Budget (your pay, staffing, venue, flowers, food, reception hall, etc.)
5. Ways of keeping track of your event
6. Number of participants/attendees
7. Invitations and other materials
8. Activities and agenda
9. Other considerations
10. Evaluation process (how you will determine whether your event was a success)

Review the Module 2 Critical Thinking Rubric for full details on how you will be graded on this assignment. Use the library resource guide to support your efforts.

Your paper should be 2-3 pages in length (not including the title or reference page) and conform to CSU-Global Guide to Writing and APA. Include at least two scholarly references (academic, peer-reviewed, or refereed sources), in addition to the course textbook. The CSU-Global Library is a good place to find these references.

### **Option #2: Event Planning**

Planning an event can be a time-consuming process. You need to have an adequate budget to make the event possible. You also need the right people. The key thing to remember is that you are not alone when planning an event.

In this scenario, you are an event planner in charge of planning a major concert in your community. You have five months to prepare for this concert. As an event planner with a \$100,000 budget (including your own pay), your task is to plan all the logistics of the event. Explain your approach for making this a successful event. Include all of the following in your paper:

1. Goals and objectives
2. Your team (who will help you)
3. Venue and date
4. Budget (your pay, staffing, venue, flowers, food, reception hall, etc.)
5. Ways of keeping track of your event
6. Number of participants/attendees
7. Invitations and other materials
8. Activities and agenda
9. Other considerations
10. Evaluation process (how you will determine whether your event was a success)

Review the Module 2 Critical Thinking Rubric for full details on how you will be graded on this assignment. Use the library resource guide to support your efforts.

Your paper should be 2-3 pages in length (not including the title or reference page) and conform to CSU-Global Guide to Writing and APA. Include at least two scholarly references (academic, peer-reviewed, or refereed sources), in addition to the course textbook. The CSU-Global Library is a good place to find these references.

### **Mastery Exercise (10 points)**

## **Module 3**

### **Readings**

- Chapters 6, 7, & 8 in *Public Communication Campaigns*
- Chapters 7, 8, 9, & 10 in *The Complete Guide to Successful Event Planning*

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Critical Thinking (100 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Socially Responsible or Environmentally Friendly Local Company**

Identify a local company that incorporates a socially responsible or environmentally friendly program. Provide an overview of this program. Discuss how the organization's cause might contribute to sustainable economic progress. In addition, discuss how the program (or a specific event) incorporates cultural sensitivity, diversity, and ethics in its campaign.

In your paper, include the following information:

1. Name of the organization
2. Purpose of the program
3. Goals and objectives
4. Overview of the program and what it has achieved
5. How the program contributes to sustainable economic progress
6. How the program contributes to cultural sensitivity, diversity, and ethics in its campaign
7. How the program's effectiveness should be evaluated
8. Your recommendation for improving the program. A minimum of one recommendation is required.
9. Conclusion

Review the Module 3 Critical Thinking Rubric for full details on how you will be graded on this assignment. Use the library resource guide to support your efforts.

Your paper should be 3-4 pages in length (not including the title or reference pages) and conform to CSU-Global Guide to Writing and APA. Include at least three scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

#### **Option #2: Socially Responsible or Environmentally Friendly Multinational Company**

Identify a multinational company that incorporates a socially responsible or environmentally friendly program. Provide an overview of this program. Discuss how the organization's cause might contribute to sustainable economic progress. In addition, discuss how the program (or a specific event) incorporates cultural sensitivity, diversity, and ethics in its campaign.

In your paper, include the following information:

1. Name of the organization
2. Purpose of the program
3. Goals and objectives
4. Overview of the program and what it has achieved
5. How the program contributes to sustainable economic progress

6. How the program contributes to cultural sensitivity, diversity, and ethics in its campaign
7. How the program's effectiveness should be evaluated
8. Your recommendation for improving the program. A minimum of one recommendation is required.
9. Conclusion

Review the Module 3 Critical Thinking Rubric for full details on how you will be graded on this assignment. Use the library resource guide to support your efforts.

Your paper should be 3-4 pages in length (not including the title or reference pages) and conform to CSU-Global Guide to Writing and APA. Include at least three scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

### **Mastery Exercise (10 points)**

## **Module 4**

### **Readings**

- Chapters 9, 10, & 11 in *Public Communication Campaigns*
- Chapters 11, 12, & 13 in *The Complete Guide to Successful Event Planning*

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

### **Portfolio Milestone (50 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

At the end of this course, you will submit a Portfolio Project. This assignment will be your first step in preparing for this project. Select one of the two options provided.

### **Option #1: Local Event Planning for Social Change**

You are a corporate event planner for Creative Inc., a U.S.-based company in your city (you decide the city and state). Your task is to come up with a corporate event that promotes your organization's civic agenda that will ultimately result in a societal change.

Your goal as an event planner is to educate, persuade, promote, and produce social change among stakeholders of your organization. Your task for this Portfolio Project Milestone is to write the following:

1. Provide a brief description of Creative, Inc., the civic agenda, and the resulting societal change desired.
2. Identify a corporate event that promotes the civic agenda. Explain your choice. Select and reference one of the theories presented in *Public Communication Campaigns, Part III. Theory Foundation* that will guide your planning process.
3. Identify the audience for the event.
4. List several specific social change goals for the event.

5. Explain in 2-3 paragraphs your preliminary ideas for planning the event.

Review the Module 4 Portfolio Project Milestone Rubric for full details on how you will be graded on this assignment. Use the library resource guide to support your efforts.

Your paper should be 2-3 pages in length (not including the title or reference page) and conform to CSU-Global Guide to Writing and APA. Include at least three scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

### **Option #2: International Event Planning for Social Change**

You are a corporate event planner for Creative Inc., a multinational company (you decide the country). Your task is to come up with a corporate event that promotes a multinational organization's civic agenda that will ultimately result in a societal change. Your goal as an event planner is to educate, persuade, promote, and produce social change among stakeholders of your organization. Your task for this Portfolio Project Milestone is to write the following:

1. Provide a brief description of Creative, Inc, the civic agenda, and the resulting societal change desired.
2. Identify a corporate event that promotes the civic agenda. Explain your choice. Select and reference one of the theories presented in *Public Communication Campaigns, Part III. Theory Foundation* that will guide your planning process.
3. Identify the audience for the event.
4. List several specific social change goals for the event.
5. Explain in 2-3 paragraphs your preliminary ideas for planning the event.

Review the Module 4 Portfolio Project Milestone Rubric for full details on how you will be graded on this assignment. Use the library resource guide to support your efforts.

Your paper should be 2-3 pages in length (not including the title or reference page) and conform to CSU-Global Guide to Writing and APA. Include at least three scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

## **Module 5**

### **Readings**

- Chapters 12, 13, & 14 in *Public Communication Campaigns*
- Chapters 14, 15, & 16 in *The Complete Guide to Successful Event Planning*

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Critical Thinking (100 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

### **Option #1: University Norms Marketing Campaign**

Develop a Social Norms Marketing (SNM) Campaign for CSU-Global or another university in which you utilize social media as your medium of communication.

Your paper should include the following components:

1. Overview of the campaign
2. Goals and objectives
3. Purpose
4. Audience and stakeholders
5. Message strategy
6. Social media usage (what and how)
7. Action plans (key steps for implementing the campaign)
8. Recommendations and conclusion
9. Evaluation plans (how to determine if your plan was effective)
10. The visual for the campaign

Review the Module 5 Critical Thinking Rubric for full details on how you will be graded on this assignment. Use the library resource guide to support your efforts.

Your paper should be 3-4 pages in length (not including the title or reference page) and conform to CSU-Global Guide to Writing and APA. Include at least three scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

### **Option #2: Corporate Social Norms Marketing Campaign**

Develop a Social Norms Marketing (SNM) Campaign for a company of your choice where you utilize social media as your medium of communication. Your paper should include the following components:

1. Overview of the campaign
2. Goals and objectives
3. Purpose
4. Audience and stakeholders
5. Message strategy
6. Social media usage (what and how)
7. Action plans (key steps for implementing the campaign)
8. Recommendations and conclusion
9. Evaluation plans (how to determine if your plan was effective)
10. The visual for the campaign

Review the Module 5 Critical Thinking Rubric for full details on how you will be graded on this assignment. Use the library resource guide to support your efforts.



Your paper should be 3-4 pages in length (not including the title or reference page) and conform to CSU-Global Guide to Writing and APA. Include at least three scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

### **Mastery Exercise (10 points)**

## **Module 6**

### **Readings**

- Chapters 15, 16, & 17 in *Public Communication Campaigns*
- Chapters 17, 18, & 19 in *The Complete Guide to Successful Event Planning*

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Critical Thinking (100 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: A Successful Intervention Program**

Chapter 17 of *The Complete Guide to Successful Event Planning* discusses the concept of risk-perception attitude framework in influencing behavioral changes on people. Intervention strategies are only effective when people understand the need to modify their behaviors in the process.

Identify an intervention program that resulted in a successful communication campaign. Discuss how the application of the risk-attitude framework contributed to the success of the campaign. Examples of intervention programs include the following:

HIV/AIDS prevention, No Texting while Driving, H1N1 flu prevention, breast cancer screening, and workplace safety

In your paper, complete the following:

1. Paraphrase the definition of risk-perception attitude framework. Include citations.
2. Discuss the intervention strategies.
3. Discuss the role of risk-perception attitude in changing people's behavior.
4. Discuss the role of efficacy in changing people's behavior.
5. Explain how you can apply this information in your own final project portfolio campaign.
6. Include a conclusion to summarize the main points of your paper.

Review the Module 6 Critical Thinking Rubric for full details on how you will be graded on this assignment. Use the library resource guide to support your efforts.

Your paper should be three to four pages in length (not including the title or reference page) and conform to CSU-Global Guide to Writing and APA. Include at least three scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

#### **Option #2: An Unsuccessful Intervention Program**

Chapter 17 of *The Complete Guide to Successful Event Planning* discusses the concept of risk-perception attitude framework in influencing behavioral changes on people. Intervention strategies are only effective when people understand the need to modify their behaviors in the process.

Identify an intervention program that resulted in an unsuccessful communication campaign. Discuss how the application of the risk-attitude framework could have contributed to the success of the campaign. Provide ways that you could have modified the campaign for a successful result. Examples of intervention programs include the following:

HIV/AIDS prevention, No Texting while Driving, H1N1 flu prevention, breast cancer screening, and workplace safety

In your paper, complete the following:

1. Paraphrase the definition of risk-perception attitude framework. Include citations.
2. Discuss the intervention strategies.
3. Discuss why the intervention failed.
4. Discuss what you could do to make this campaign successful.
5. Discuss how the role of risk-perception attitude could change people's behavior.
6. Discuss how self-efficacy could contribute to behavioral change.
7. Explain how you can apply this information in your own final project portfolio campaign.
8. Include a conclusion to summarize the main points of your paper.

Review the Module 6 Critical Thinking Rubric for full details on how you will be graded on this assignment. Use the library resource guide to support your efforts.

Your paper should be three to four pages in length (not including the title or reference page) and conform to CSU-Global Guide to Writing and APA. Include at least three scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

**Mastery Exercise (10 points)**

## **Module 7**

### **Readings**

- Chapters 18, 19, & 20 in *Public Communication Campaigns*
- Chapters 20 & 21 in *The Complete Guide to Successful Event Planning*

**Opening Exercise (0 points)**

**Discussion (25 points)**

**Mastery Exercise (10 points)**

## **Module 8**

### **Readings**

- Chapters 21, 22, & 23 in *Public Communication Campaigns*
- Chapters 22, 23, & Appendix in *The Complete Guide to Successful Event Planning*

**Opening Exercise (0 points)**

**Discussion (25 points)**

**Mastery Exercise (10 points)**

**Portfolio Project (300 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Remember: This project builds from your Portfolio Milestone in Module 4.

**Option #1: Local Event Planning for Social Change**

Your final project will be your opportunity to develop a creative corporate event that applies the public communication campaign strategies we studied in class.

For this project, you are a corporate event planner for Creative Inc., a U.S.-based company in your city (you decide the city and state). Your task is to come up with a corporate event to promote your organization's civic agenda that will ultimately result in a societal change. Your goal as an event planner is to educate, persuade, promote, and produce social change among stakeholders of your organization. Think of this paper as a proposal that you will present to upper management to persuade them both on the value of the event and on your event-planning skills.

You will use *Appendix B: Checklists* and *Appendix C: Timelines* in *The Complete Guide to Successful Event Planning* to complete the assignment.

These are the main components of your final project:

- Title page
- One-page executive summary, including theoretical rationale for decisions made about how the event has been structured
- Introduction, including your purpose, goals, and objectives
- Event details. Use the following checklists to guide you in creating descriptions of the event details:
  - *Task Status Report*
  - *Budgeting Costs and Expenses* (you may include these as a table within your paper)
  - *Speaker/Entertainment Arrangements*
  - *Food and Beverage Functions*
  - *Room Set-up and Audiovisual Needs*
  - *Registration Set-up*
  - *Designing Your Promotional Material*
  - *Environmental Checklist for Venue Selection*
  - *Timeline for a Smaller Event or Large Event Timeline*
- Conclusion

A grading rubric in the Module 8 folder and a library resource guide to support your efforts.

Your paper should be 8-10 pages in length (not including the title or reference page) and conform to CSU-Global Guide to Writing and APA. Include at least five scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

### **Option #2: International Event Planning for Social Change**

Your final project will be your opportunity to develop a creative corporate event that applies the public communication campaign strategies we studied in class. In developing a successful social change communication campaign.

In this Project Portfolio, you are a corporate event planner for Creative Inc., a multinational company (you decide the country). Your task is to come up with a corporate event to promote your organization's civic agenda that will ultimately result in a global societal change. Your goal as an event planner is to educate, persuade, promote, and produce social change among stakeholders of your organization. Think of this paper as a proposal that you will present to upper management to persuade them both on the value of the event and on your event-planning skills.

You will use *Appendix B: Checklists* and *Appendix C: Timelines* in *The Complete Guide to Successful Event Planning* to complete the assignment.

These are the main components of your final project:

- Title page
- One-page executive summary, including theoretical rationale for decisions made about how the event has been structured
- Introduction, including your purpose, goals, and objectives
- Event details. Use the following checklists to guide you in creating descriptions of the event details:
  - *Task Status Report*
  - *Budgeting Costs and Expenses* (you may include these as a table within your paper)
  - *Speaker/Entertainment Arrangements*
  - *Food and Beverage Functions*
  - *Room Set-up and Audiovisual Needs*
  - *Registration Set-up*
  - *Designing Your Promotional Material*
  - *Environmental Checklist for Venue Selection*
  - *Timeline for a Smaller Event or Large Event Timeline*
- Conclusion

A grading rubric in the Module 8 folder and a library resource guide to support your efforts.

Your paper should be 8-10 pages in length (not including the title or reference page) and conform to CSU-Global Guide to Writing and APA. Include at least five scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

---

## COURSE POLICIES

---

Grading Scale	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

### Course Grading

20% Discussion Participation  
0% Opening Exercises  
8% Mastery Exercises  
37% Critical Thinking Assignments  
35% Final Portfolio Project

---

## IN-CLASSROOM POLICIES

---

For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

### **Academic Integrity**

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /repurposing your own work (see CSU-Global Guide to Writing & APA for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and internet resources.

### **Citing Sources with APA Style**

All students are expected to follow the CSU-Global Guide to Writing & APA when citing in APA (based on the most recent APA style manual) for all assignments. A link to this guide should also be provided within most assignment descriptions in your course.

### **Disability Services Statement**

CSU-Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email [ada@CSUGlobal.edu](mailto:ada@CSUGlobal.edu) for additional information to coordinate reasonable accommodations for students with documented disabilities.

### **Netiquette**

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults, or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, please let your instructor know.