LSPR Communication & Business Institute

Subject Syllabus

Subject Code : PRDC02

Subject Title : Event Management

Subject Specification : For students in Public Relations & Digital Communication Major

Subject Overview : The course's intention is to provide knowledge on Event Management as part of the Public Relations effective strategy to create mutual understanding of the organization and its public. The topic will range from understanding the reasons for special events, differentiating among the different jobs that exist within the special events industry and where the event producer fits, understanding the skills and personality traits that make a good event producer, the process, creating creative event concept and proposal phase.

Course Objectives :

1. The students understand Event Management principle
2. The students understand about Stakeholder Management and Relationship Building
3. The students able to create Event Management Plan

Course Method : interactive lectures, problem-solving discussions, case small group discussions, class presentation.

Learning Outcome (Competence) :

- Knowledge : Know and understanding of ethical considerations and legal requirements relevant to event management in the PR context.
- Skill enhance : Capability to leveraging innovative technologies and approaches to event planning, promotion, and engagement.
- Attitude regulations, : Ability to conduct events in compliance with industry standards, and ethical principles.

Course content :

Week	Topic
1	Introduction to the course

	Public Relations and Special event, the reasons of Special event, Objective of the special event
2	Introduction to the project
3	The Player of Event Management, Understanding each profession and different title of event Management
4	The process of managing special event, Research, SWOT of the event, Qualitative, Quantitative and Mixed Methods.
5	Group discussion on the Survey that has been done for preliminary event
6	Topic 4 Designing the event 5 aspect In designing the event, 6 Dimension of event
7	Discussion on the event project
8	**Mid Term Examination**
9	Event Planning 3 Important aspects on planning Creative influence on planning
10	Topic 6 The concept and Proposal
11	Final Presentation
12	Final Presentation
13	Final Presentation
14	Final Presentation
15	Materials Review Before Final Exam
16	**Final Examination**

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:
Final Examinations 35%
Mid-term Examinations 25%
Coursework & Assignments 30%
Attendance 10%

TOTAL 100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction to the course Public Relations and Special event, the reasons of Special event, Objective of the special event	a. Event Management Principles b. Brand Awareness and Exposure c. Community Engagement and Relationship Building	1. Lecturer's presentation 2. Question and answer
2	Introduction to the project	a Week 2 Assignment – Building the team work	1. Lecturer's presentation 2. Question and answer
3	The Player of Event Management, Understanding each profession and different title of event Management	a Week 3 Assignment – Submission of the topic of the event, objective and target audience	1. Lecturer's presentation 2. Class discussion 3. Question and answer
4	The process of managing special event, Research, SWOT of the event, Qualitative, Quantitative and Mixed Methods.	a. Week 4 Assignment: Choosing what kind of research need to be done prior the event	1. Lecturer's presentation 2. Case Study 3. Assignment
5	Group discussion on the Survey that has been done for preliminary event		1. Lecturer's presentation 2. Class discussion 3. Question and answer
6	Topic 4 Designing the event 5 aspect In designing the event, 6 Dimension of event	a. Weekly assignment Submission of SWOT Analysis to the event	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
7	Discussion on the event project	a. Weekly Assignment submission of 5 aspect of designing event :	2. Lecturer's presentation 3. Class Discussion 4. Question and

		1. Intent (Latar Belakang) 2. Context (Tema) 3. Extent (Skala pencakupan acara) 4. Content (Isi acara) 5. Mandatory (Syarat - syarat khusus)	answer 5. Assignment
8	**Mid Term Test**		
9	Event Planning 3 Important aspect on planning, Creative influence on planning	a Weekly Assignment – stage 3 Planning the event Creating the agenda Making event budget	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Assignment
10	Topic 6 The concept and Proposal Stage 4 and 5, Coordinating and Evaluation	a Weekly Assignment :Preparing the Event time line Anticipation plan	1. Lecturer's presentation 2. Class discussion 3. Question and answer
11	Assignment	a. Final Presentation	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Assignment
12	Assignment	a. Final Presentation	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Assignment
13	Assignment	a. Final Presentation	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Assignment
14	Assignments	a. Final Presentation	2. Lecturer's presentation 3. Class discussion 4. Assignment
15	Materials Review Before Final Exam		
16	**Final Examination**		

Midterm Paper Guideline **:** Written Examination

Final Paper Guideline **:** Group Project or Group Presentation

References **:**

1. Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell Festival and Special Event Management, 5th Edition(November 2010)
2. Goldblatt,Joe,Special Event, eight edition (2020) The Brave new world for the bolder and Better live event
3. Fenich, George (2014) Planning and Management of Meetings, Expositions, Events and Conventions 1st Edition
4. Getz,D (2005) (Event management and event tourism)
5. Van Der Wagen, L. and Carlos, B.R. (2005). Event Management for Tourism, Cultural, Business, and Sporting Events. Upper Saddle River, New Jersey: Pearson Education, Inc

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