

UNIVERSITY OF SOUTH CAROLINA BEAUFORT

HRTM 350

Wedding and Special Event Planning

Course syllabus and schedule

Spring 2024

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**Class meeting times and location :**

- MW 2 :25-3 :40  
Hilton Head campus, Room 207

**Instructor office hours:**

- Mondays 10AM-12PM
- Tuesdays 11:30AM–1 PM
- Wednesdays 10AM – 12PM
- Thursdays 11:30 AM–1 PM
- *Or by appointment, just ask!*

**Course prerequisites/restrictions:**

- This course has no prerequisites or restrictions.

**Prerequisites:** None

**Credit Hours:** 3

*Required Texts*

**Course Description:** This course provides an overview of producing weddings and other special events.

**Course Objectives:** This course teaches students the techniques of special event planning including promotion, budgeting, ethical considerations, and etiquette. This course also provides a section on wedding planning including bridal etiquette, planning and promotion and marital ceremony special considerations.

**Learning Outcomes:** Students who complete this course with a grade of “C” or better should be able to do the following:

1. Understand the business model of wedding and special event management including techniques in marketing, budgeting, and human resources.
2. Describe stakeholders in special events and weddings and the importance of each.

3. Understand the importance of the planning process for a special events and weddings and be knowledgeable in implementation techniques.
4. Understand business etiquette as it relates to special events.
5. Understand business etiquette as it relations to weddings.
6. Understand Codes of Conduct as it relates to weddings and special events.
7. Have a basic knowledge in managing the unexpected in special event and wedding production.
8. Understand time management techniques.
9. Identify legal risks and issues associated with wedding and special event production.
10. Develop evaluation techniques and apply for future improvements in special events and weddings.
11. Participate in or plan a Wedding or other Special Event.

### **COURSE POLICIES**

#### **Class attendance, participation, and tardiness:**

Attendance. Attendance is not taken daily, however there will be mandatory field experiences designed to reinforce topics in the course. **The field experiences are mandatory (see the assessments section of this syllabus and course schedule for additional details).** In addition, we will make full use of our class sessions. Therefore, do not schedule other obligations during class times. In general, *students who elect not to attend class do not do well in the course.*

Class participation - Students are expected and encouraged to actively participate in class discussions. Discussion on pertinent topics will be enhanced when students have completed the assigned reading assignments.

Tardiness is not tolerated. It is very disruptive to have individuals enter the room after the class has begun and disrespectful to your fellow students. The instructor reserves the right to shut the classroom door five minutes after class has begun. ***Once the door is shut, do not enter. You have missed class for the day.***

#### **How to successfully take notes during class:**

The presentation slides will be in outline format and the instructor will prompt the student of what to write in to complete the outline. However, I encourage you to go beyond writing the one or two words that complete the outline and make more detailed notes beyond the basics. Successful students in the course (i.e., those that earn the highest grades) take extensive notes.

### **Common courtesy**

Feel free to bring a drink to class. Do not bring guests to class unless approved by the instructor.

### **Electronic devices during class times**

Cell phones and similar mobile devices are to be turned off or put to silent and put away from the start to the end of class, unless otherwise instructed the course instructor for a learning activity. If at any time a cellular device is being used during class by either another student or instructor, the individual using the cellular device will be asked to leave the classroom and not permitted to participate in the remainder of the day's class and forfeit any in class points earned for the day.

### **How to write professional emails**

Learning how to write an email professionally is vital in today's electronic world. Students in this course will be required to professionally write emails in this course.

For details, see this link and article on the subject: <https://www.indeed.com/career-advice/career-development/how-to-write-a-professional-email> . The article highlights six steps for writing a professional email and five elements essential for them.

### **"Netiquette" with emails and communication**

Students should practice professionalism whenever possible. This starts with electronic communication with the instructor.

When communicating with the instructor through email, please note the following:

- Compose an email message as if you are writing a **real letter**. Use full sentences. The instructor will not respond to email messages that are sentence fragments.
- Address the instructor as "Dr." or "Professor." "Hey", "Sup", "Mrs." or "Ms." are not necessarily appropriate.
- Using all capital letters in an email is yelling at the instructor. This is not a good idea. The instructor will not respond to this type of message.
- Please use complete words in emails. The instructor (unfortunately) is not as learned in texting abbreviations as students might be.
- The instructor will reply to your email message within 24 hours, unless it falls over the weekend or a holiday. In that instance, she will respond the next business day.

### **Guidelines for written assignments**

All assignments must be typed on 8" x 11" paper, with one inch margins throughout, double spaced with an 11 point Calibri font. (This is the current default on Microsoft Word). **Hand written material is not acceptable**. Emailed assignments are also not permitted unless otherwise instructed. Please ensure your name is clearly typed at the top of the page and all your pages are stapled together. Spelling and grammar are important aspects of any professional paper and therefore will play a significant role in evaluation of written assignments. Good writing is essential and preparation for professional life. Students should consider visiting the USCB Writing Center: <http://www.uscb.edu/admissions/life-as-a-uscb-student/academic-support/writing-center.html>

## **USCB academic honor code: Definition and consequences**

Plagiarism is the act of using, often referred to as stealing, someone's thoughts and/or ideas and using or portraying them as your own words and not giving credit, or reference, to the author and/or source. The act of plagiarism can either be intentional or unintentional; however, the consequences for both are the same. The source where information was obtained can be quoted and even paraphrased; however, if this information is not cited to document the original source (i.e. website, book, article, video, magazine, personal interview, etc.), it is considered plagiarism.

*Plagiarism, even a first offense, will result in a failing grade for the course.*

Moreover, copying from another student's exam or assignment, engaging in bribery, or lying is also considered academic honor code violations under this definition.

For more information on USCB academic honor code, violations and grievance process, consult the student handbook at: [http://www.uscb.edu/student\\_life/student\\_rights\\_responsibilities/docs/2015-2016%20\\_USCB-Student-Handbook\\_6-11-15\\_HRH-edits.pdf](http://www.uscb.edu/student_life/student_rights_responsibilities/docs/2015-2016%20_USCB-Student-Handbook_6-11-15_HRH-edits.pdf)

The USCB Academic Success Center offers a Writing Center, and the staff have additional information, guidance and examples on how to avoid plagiarism and how to use and incorporate citations appropriately. Visit: <http://www.uscb.edu/admissions/life-as-a-uscb-student/academic-support/>

## **Disability Services**

Students who have a documented disability or suspect they might and have not yet received accommodations from USCB Disability Services, should schedule an appointment to discuss their needs. Email [disability@uscb.edu](mailto:disability@uscb.edu) or call 843-208-8379.

## **Counseling Services**

USCB offers cost-free counseling to all enrolled students. Licensed therapists are here to help you address any issue that is causing you academic or other life stress. Email [counseling@uscb.edu](mailto:counseling@uscb.edu) or call 843-208-8379.

## **Inclement Weather**

In case of inclement weather or other extreme circumstances, all announcements about USCB openings or closings will be communicated officially through the University's main web page [www.uscb.edu](http://www.uscb.edu). Check Blackboard for individual course changes due to official delays. Students, with the direction of faculty, are expected to remain up to date in their studies during campus closure. Unless otherwise announced, graded coursework will not be assigned during closure. Faculty will work with students according to their individual circumstances.

## **Title IX Statement**

USCB adheres to the federal Title IX law as described in USCB's Student Rights and Responsibilities ([https://www.uscb.edu/student\\_life/student\\_rights\\_responsibilities/title\\_ix\\_sexual\\_assault/](https://www.uscb.edu/student_life/student_rights_responsibilities/title_ix_sexual_assault/))

## **Student Health**

The university promotes a safe campus environment to prevent transmission of respiratory infections. USCB requires all individuals to adhere to health requirements as published on the USCB website. Faculty reserve the right to dismiss students from the classroom who exhibit potentially contagious respiratory symptoms in the classroom and/or do not comply with these practices. Guidelines and practices are subject to change, as new data emerges. Students will be notified of health-related changes through a variety of communication channels.

## **Use of Blackboard**

We will be using Blackboard Learn available on the USCB server to post lecture slides, assignments, syllabi, schedule and other course information.

### *Important technical requirements!*

You will need a reliable computer with high speed internet connection and sound. You will need to make sure your computer (if not a USCB computer on campus) is compatible with USCB's Blackboard. Check the Blackboard log on home page for these technical requirements.

If you experience technological difficulties, unfortunately, the instructor is not a technological expert and most likely cannot solve the problem. Please contact USCB's Information Technology Services & Support using the information found here: <http://www.uscb.edu/information-technology/index.html>

## **Late assignment policy**

Assignments turned in late will lose one letter grade per day it is late. For example, if an assignment is due on a Tuesday at the beginning of class (10 AM), and the assignment is turned in at 2:01 PM, it will lose its first letter grade. Therefore, coming to class late the day an assignment is due is not beneficial. After five days, (including weekends) late assignments are no longer accepted.

## **Make up exams/Missed exams**

Make-up exams **will not** be permitted. If you have a **very** unusual circumstance, contact the instructor **before** the due date or exam. Questions will be derived from both class discussions and assigned readings.

## **Graded assignments**

### Special Event Planning Project 350pts

We have been asked by the Ireland Institute of Study Abroad to plan an Irish party for their group on February 23, 2024. Their group will be in HH for their annual conference February 23-26 and want to do a big welcome party on that Friday night. We will be responsible for selecting a menu with Aramark, working with Dr. Barth's bev class to create an Irish inspired drink (nothing green) and securing entertainment, special guests, etc. This is a big task but we can do it!

### Wedding Event Planning Project 350pts

We have the opportunity to plan the wedding of an employee at USCB (more details to follow). We will be responsible for all aspects of the wedding. As we move along the semester, we will develop a checklist and take each item as they pop up.

Field Experience Reflections 3@100 points each

Part of this experience will be going out and doing sales calls and solicit services and items for these events. There will be lots of opportunities and you are required to do a minimum of three (3). We will determine the best way to make this work as a group.

GRADING: Please note that no extra credit will be available. Students will be graded as follows:

**Grading procedure and scale**

Final grades will be based on specific areas of responsibility. Performance is based on point values. The following is a summary of point values for graded content.

<b>Assignment description</b>	<b>Point value</b>
Special Event Planning project	350
Wedding Event Planning project	350
Field experience reflections (3 @ 100 points each)	300
<b>Total points possible</b>	1000

The following scale will be used to assign grades:

<b>A</b>	900 and above
<b>B</b>	899-800
<b>C</b>	799-700
<b>D</b>	699-600
<b>F</b>	599 and below