

ARTS ADMINISTRATION

Course Call Number: [Click here to enter text.](#)

Course Title: Festivals and Special Events

Term & Year: [Click here to enter text.](#)

Instructor: [Click here to enter text.](#)

Office Location: [Click here to enter text.](#)

University Email Address: [Click here to enter text.](#)

Phone Number: [Click here to enter text.](#)

Office Hours: [Click here to enter text.](#)

COURSE INFORMATION

Course Location and Time

[Click here to enter text.](#)

Description and Prerequisites

Special Events as a profession has grown exponentially in the past three decades, and has emerged as an integral part of non- and for-profit arts organizations. In accordance with the Master of Arts Management mission to give students the tools to coordinate the life of arts organizations, the Festivals and Special Events course will give students the skills to understand, create, and manage events that will support their organizations' missions. Students will learn about topics such as cultural understanding, tourism, sponsorship, fund raising and development, logistics of scheduling and contracts, and the relationship to larger venues, marketing and sales, and budgeting.

Textbooks and Required Materials

- *Special Events: A New Generation and the Next Frontier*, Dr. Joe Goldblatt, CSEP, **7th edition**, 2013. ISBN 978-1-118-62677-1. Available in hard copy and for Nook reader
- *The Pocket Scavenger*, Keri Smith. ISBN 978-0399160233. The journal will be collected twice during the semester. ("Wreck this Journal" assignment)

Technology Requirements

COURSE OUTCOME & OBJECTIVES

Program Outcomes	Course Objectives
Demonstrate advanced knowledge of the history, structure and institutional behavior of arts organizations in the nonprofit, public and private sectors in the U.S. and, in a global context, including international cultural policy.	As the result of participation in this course, students will grow in the understanding and knowledge of: <ul style="list-style-type: none"> • The concepts of the five-step Event Leadership Process in planning successful events • Different types of special events and festivals, and know when to apply a specific form to a given event goal • Major industry associations, certifications, and continuing education opportunities
Demonstrate proficiency with a sophisticated skill set emphasizing best practices with regard to: fundraising and financial management; setting goals in a mission driven (as well as a revenue driven) organization; understanding the important legal issues inherent in managing (either) performing or visual arts organizations; marketing within arts organizations; and engaging communities with the arts.	Students will gain skill and proficiency in: <ul style="list-style-type: none"> • Hands-on event experience • Marketing and risk management • Contract negotiation and agreements • Forging relationships with local event vendors
Demonstrate competence sufficient to successfully obtain a position in the field of arts administration and/or nonprofit management.	Students will apply and refine skills from other Arts Administration courses including fundraising, public relations and marketing, management, and finance.

CLASS SCHEDULE

1	Introduction to Course Overview of Special Events: Chapter 1	
2	The 5-Step Event Leadership Process Research: Preparing for the Event Plan	Chapter 2 Weekly 1: Ritual
3	Design: Composing the Event Plan	Chapter 3: 77-85, 94-114 Weekly 2: Research
4	Design: Venue/Site Inspection	Chapter 3: 85-94, Chapter 6: 208-210 Weekly 3: Design
5	Planning: Administration	Quiz 1 Chapter 4 Weekly 4: Floorplan
6	Planning: Risk Management and Ethics Field Trip: TBA	Chapter 8
7	Planning: Budgeting	Chapter 5 The Pocket Scavenger Due #1

8	Coordination: Working with Vendors and the Production Schedule	Chapter 6: 177-190 Weekly 5: Budget
9	Coordination: Catering + Audiovisual, Lighting, Projection	Chapter 6: 190-208 Weekly 6: Production Schedule
10	Evaluation: The Final Step	Quiz 3
11	Event Marketing and PR	Chapter 7
12	Fundraising Events, Auctions, and Sponsorship Guest Speaker	Weekly 7: Digital Media Strategy
13	Technology in Events Guest Speaker	Weekly 8: Sponsorship Strategy
14	Final Project Presentation rehearsal	The Pocket Scavenger Due #2
15	Final Exam: Final Project Presentations	Final Projects Due Practicum Due

ASSIGNMENT & ASSESSMENTS

Assessment	Weight
Class participation	10
Practicum hours	10
Check-in quizzes	15
Weekly/in-class assignments	25
Wreck this Journal	10
Final project	30
Total	100 points

INSTRUCTOR POLICIES

Class Participation

(Sample text)

I expect you to attend every class. You are responsible for completing all of the required assignments. I expect all students to participate in class discussions, contributing ideas and perspectives on topics or art. All your work should incorporate aspects or issues addressed in class in relation to your personal or professional interests.

You are expected to assist in maintaining a classroom environment that is conducive to learning. In order to assure that everyone has an opportunity to gain from time spent in class, unless otherwise approved by the instructor, you are prohibited from using cellular phones or beepers, checking your email or surfing the internet, updating your social networking sites, eating or drinking in class, making offensive remarks, reading newspapers or magazines, sleeping or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in, minimally, a request to leave class, which will be counted as an unexcused absence

Attendance Policy

(Sample text)

- After three absences your entire final grade will drop one letter grade per additional absence.
- If you miss more than six class meetings, you will fail the course.
- Two tardies, leaving early, excessive breaks will count as one absence.
Any student that misses more than 5 classes for either personal or medical reasons will be encouraged to drop the course.
- If you miss role call, it is your responsibility to see that the record is corrected from an absence to a tardy if you are late.
- If you miss a class please ask another classmate for information on the material we covered that day. If your absence is excused by the instructor (documented medical or documented emergency), please make an appointment to review missed material.
- Missing a critique day will lower your letter grade for the semester by one.

Late Work/Make-Up Work Policy

(Sample text)

Students may write a 2-page précis on the day's assigned readings in order to make up for discussions missed due to absences, but only for the first three absences. NO extra credit will be given to make up for excess absences.

Late work may be subject to a penalty of 10% deducted from the assignment's value per day the work is late, unless the student provides proof of an acceptable mitigating circumstance: serious illness, death of a family member, or other circumstance if approved by the instructor.

Grading

(Sample text)

- A = Excellent (100-90%)
- B = Above Average (89-80%)
- C = Average (79-70%)
- D = Inferior (69-60%) [passing but not necessarily satisfying degree requirements]
- F = Failure (59% or below)

UNIVERSITY & DEPARTMENT POLICIES

Academic Integrity

Accommodations/Disabilities

Library Support

Course Content and Schedule Changes

Incomplete Grade Policy

STUDENT RESOURCES

Document Formatting

(Sample text)

All written materials and assignments must be typewritten or word-processed utilizing the following format. NO handwritten papers will be accepted.

- 1-inch margins
- Times New Roman, size 12
- Double spaced
- Heading: your full name, the date, and the assignment title at the top of the first page
- Correct use of citations, if applicable
- Included illustrations, if any, must be located at the end of the document (not in line with text), accompanied by correct citations, and DO NOT count towards total page length of the assignment.

Discussion Guidelines

(Sample text)

1. Comments should address the idea under discussion, not the person who proposed the idea.
2. Whether discussing a work of art, idea, or other topic, every evaluative statement should be accompanied by a rationale.
“_____ [specific aspect] was _____ [good/bad/other value judgment] because _____ [rationale or criterion].”
3. Use disciplinary-specific vocabulary whenever possible.
4. If commenting on a fellow student’s paper or presentation, lead with a positive statement before offering a negative criticism. “I liked ___ because ___, but I don’t think that your _____ was as successful because _____.”

Discussion is among the most important activities in any class, so your attention should remain undivided. Absolutely, positively no cell phones or other electronic devices may be used during class. Electronics must be powered off, unless you have a unique personal reason for which you have received prior approval by the instructor.

Web Links

Web links will be shared via the course website when appropriate.

Bibliography or Recommended Readings

Additional readings will be shared via the course website when appropriate.

Attachments-1

Written directions for assignments

Class Participation

Students are expected to have done the reading prior to each class and contribute to class discussion. Participation points cannot be made up in the event of an absence (beyond the one freebie absence). Full participation points can be earned by arriving to class on time and not departing early, voluntarily contributing to questions directed at the whole class, and responding to individual questions.

Weekly Assignments

At the conclusion of most classes, students will be assigned a brief assignment based on the current week's topic for presentation and discussion at the start of the following class. Weeklies are intended to further develop the concepts discussed in class and ensure that students are fully grasping the topic at hand.

Practicum Hours

Event Leadership concepts are best learned when put into practice. Through the course of the semester, students must accumulate 10 hours of practicum experience with arts organizations, vendors, or other event leaders to enhance their studies. Current employment may not count toward practicum hours. Although opportunities for practicum hours will be announced in class, students must take responsibility for seeking out hours. A tracking sheet will be distributed in class. **Practicum hours and applicable paperwork are due during the Final Exam.**

Check-In Quizzes

Each Check-In Quiz will take the form of short answer and multiple choice questions, covering assigned readings and material discussed in class up to that point. Yes, this means they are cumulative.

Final Project

For the Final Project, students will plan a real event for an arts organization, utilizing the skills learned in this course and incorporating skills from other Arts Administration core courses. A detailed project sheet and grading scale for the Final Project will be distributed by Week 4.

Attachments-2

Grading Rubrics for Assignments

(Sample text)

Written Assignment Rubric

	5 excellent	4 good	3 satisfactory	2 unsatisfactory	1 very poor	0
Text adequately addresses assigned question or topic						
Use of additional resources						
Use of proper English/overall quality of writing						
Meets due date						
Correct format						
Length meets assignment specifications						

Total Points = ____ / 30