

COM3404: EVENT PLANNING AND MANAGEMENT

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Event Planning and Management

Subject Code

COM - Media and Communication

Course Number

3404

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to provide students with the fundamentals of the event planning and management. Topics included are:

1. different types of events;
2. research, design, plan, coordination and evaluation of events;
3. use of contractors and suppliers;
4. incorporation of sponsors;
5. recruitment and training of volunteers and staff; and
6. ethical and legal issues of event planning.

This course, therefore, serves as a base for students preparing for a career in event planning.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Explain the structure, components, planning, financing, marketing, management, and operations of the special events			x	x
2	Describe the issues concerning different parties' involvement in special events		x		
3	Articulate the positive and negative impacts of special events			x	x
4	Explain typical problems, key operational strategies, and management tools for a variety of special events			x	x
5	Discover current/future trends and opportunities in event management, such as mega-events (World Expo), international sport events (World Cup Soccer, The Olympics), local events (exhibition, trade shows)			x	x
6	Demonstrate knowledge and ability in event proposal development		x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)	
1	Lectures	Lectures on basic concepts, issues, and components of event planning and management	1, 2	3 hours/week x 3

2	Discussions	Discussion on the feasibilities and impacts of special events	3	3 hours/week x 1
3	Examination	Examination on the management aspect of event planning, execution, and evaluation	4	3 hours/week x 2
4	Case Studies	Case studies on the marketing and promotion strategies of different events	5	3 hours/week x 2
5	Lectures and Exercise	Lectures and exercise on event proposal development	6	3 hours/week x 5

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Quizzes: Assessment will be based on the extent to which students describe learned knowledge both correctly and analytically	1, 2, 3, 4	40	-	No
2	Case Study: Assessment will be based on the extent to which students apply major concepts and theories in analyzing and synthesizing the relevant cases	5	10	-	Yes

3	<p>Group Project– Event Proposal: a comprehensive proposal planned for a “real client” organization. Assessment will be based on the extent to which students are capable of applying all that have been learned to conduct both primary and secondary research in developing a research-based campaign proposal that is both comprehensive and creative</p>	1, 2, 3, 4, 5, 6	50	-	No
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Continuous Assessment (%)

100

Examination (%)

0

Minimum Continuous Assessment Passing Requirement (%)

60

Assessment Rubrics (AR)

Assessment Task

Quizzes

Criterion

Extent to which students describe learned knowledge both correctly and analytically

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Case Study

Criterion

Extent to which students apply major concepts and theories in analyzing and synthesizing the relevant cases

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Group Project

Criterion

Assessment will be based on the extent to which students are capable of applying all that have been learned to conduct both primary and secondary research in developing a research-based campaign proposal that is both comprehensive and creative

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Event planning and management, budget, media planning, event coordination, event implementation, event evaluation, event promotion and marketing, event logistics, legal and ethical issues, event proposal

Reading List

Compulsory Readings

Title	
1	Allen, Judy (2000). Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events. John Wiley & Sons.
2	Anton, Shone (2004). Successful Event Management. London: Thomson Learning
3	Berridge, Graham (2007). Events Design and Experience. Oxford: Butterworth-Heinemann
4	Masterman, Guy and Emma H. Wood (2006). Innovative Marketing Communications: Strategies for the Events Industry. Oxford: Elsevier/Butterworth-Heinemann
5	Van der Wagen, Lynn (2007). Human Resources Management for Events: Managing the Event Workforce. Oxford: Butterworth-Heinemann.

Additional Readings

Title	
1	Nil