

Topics in Event Planning: Global Festivals

EVNT:3185:0001

Summer 2019

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Course Description

Festivals all over the world have a common purpose: to bring people together to share an experience. Festivals allow us to celebrate cultures, to preserve history, to enjoy athletic and artistic performances, and to immerse ourselves in the pleasures of visual arts, food, music, and more. In this course we will study festivals of all sizes and purposes as well as practice planning our own festivals. Students will complete individual and team assignments.

Course Objectives

The following learning goals and objectives will be reinforced in this course.

1. Law & Ethics Learning Goal

Understand and apply the principles and laws of freedom of speech and press in real space and cyberspace, and demonstrate an understanding of professional ethical principles and their historical development.

Learning Objective 3. Students will demonstrate an ability to anticipate and recognize ethical issues when they arise and to reason through them taking multiple perspectives and contexts into account.

Learning Objective 4. Students will demonstrate an ability to explain their ethical approaches and reasoning about a particular dilemma in terms that can be understood by a diverse group of people.

1. Media Literacy Learning Goal

Understand the principles of media literacy and develop the skills necessary to access, analyze, evaluate, and create media messages across multiple media domains.

Learning Objective 2. Students will develop critical thinking skills to analyze and interpret media messages through an understanding of media practices and institutions.

Learning Objective 3. Students will learn how to create and disseminate media messages in various forms.

1. Writing and Storytelling Learning Goal

Understand that clear, concise, correct writing is at the heart of journalistic expression and that reporting and communicating it effectively requires a knowledge and achievement of the highest, professionally-accepted standards in all work.

Learning Objective 2. Students will display the ability to access and analyze data, report facts accurately, research and edit information responsibly and in a manner commensurate with professional standards.

Learning Objective 4. Students will demonstrate the ability to apply above concepts in a manner that is sensitive to audiences across all media.

1. Multiculturalism Learning Goal

To demonstrate an understanding of the diversity of groups (including communities defined by gender, race, ethnicity, age, religion and sexual orientation) in a global society in relationship to communications.

Learning Objective 1: Students will demonstrate an ability to produce media that serve the needs and interests of diverse communities and reflect their voices and experiences.

Learning Objective 2: Students will demonstrate sensitivity to and understanding of the cultures, histories, perspectives, and socio-economic and political situations of diverse groups.

Learning Objective 3: Students will demonstrate an ability to work with members of diverse groups to engage publicly over issues of community interest.

Course Materials & Resources

We will not use a required textbook. References will be shared via a course pack and posted to our course ICON site.

Grading

A+: 101+	B+: 88-89	C+: 78-79	D+: 68-69
A: 94-100	B: 84-87	C: 74-77	D: 64-67
A-: 90-93	B-: 80-83	C-: 70-73	D-: 60-63

Class Schedule

Pre-travel: Complete the introductory assignment.

Week 1

Tuesday: Course and classmate introductions. Students present their introductory assignments and divide into study cohorts. *Reading: What Makes an Event an Mega Event?*

Wednesday: History of festivals and festival categories. Students research festivals in each category and claim their research topics. *Quiz 1.*

Thursday: Event planning steps.

Friday: Presentations: Mega festivals. *Reading: Music Festival Sponsorship .*

Week 1 Special Activity: Walking tour/gelateria visit

Week 2

Monday: Funding and Financials. *Quiz 2. Reading: Attracting Hardcore Music Festival Fans.*

Tuesday: Defining festival audiences. *Quiz 3*

Wednesday: Marketing

Thursday: Presentations: Hallmark festivals. *Reading: Talent Buying & Contracts, Festival Programming (p. 7-14)*

Week 2 Special Activity: Asolo city tour

Week 3

Monday: Talent, vendors, contracts & programming. *Quiz 4.*

Tuesday: Space planning and logistics

Wednesday: Ticketing and Technology.

Thursday: Presentations: Major festivals. *Reading: Zero Waste Event Planning Guide*

Week 3 Special Activity: Marostica city tour

Week 4

Monday: Environmental impact & sustainability. *Quiz 5. Reading: Annotated Emergency Action Plan*

Tuesday: Safety and Risk Management.

Wednesday: Volunteer management.

Thursday: Post-event analysis and reporting.

Friday: Presentations: Local festivals

<<Please note: It's important to be flexible. We may stray from this schedule due to unforeseen circumstances or opportunities.>>

Attendance Policy

Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

1. 1st absence will result in a loss of a 1/3 of a letter grade in that class (1/2 in the summer program)
2. 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
3. 3rd (cumulative) absence will result in a dismissal from the program.

Absences due to illness require a note from the CIMBA Office Staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.

Grievance Policy

Student concerns regarding this course should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the CIMBA Interim Director, Stephanie Schnicker (319-335-1041, stephanie-schnicker@uiowa.edu). The Director will review the details of the complaint and involve the Associate Dean of the Undergraduate Programs, as needed.

Academic Misconduct

The Tippie College of Business at the University of Iowa follows an honor code regarding academic misconduct. That code can be found at <http://tippie.uiowa.edu/honorcode.cfm> and includes cheating, plagiarism, unauthorized collaboration, obtaining an unfair advantage, forgery, facilitating academic dishonesty, and misrepresentation. Be sure you are familiar with this code. Students who exhibit academic dishonesty will receive a zero (0) for the assignment or examination involved and may receive an "F" for the class. All incidents of cheating will be reported to the CIMBA staff, as well as to the Senior Associate Dean of the Tippie College of Business.

The decision of the professor may be appealed to a Judicial Board. The Honor Code for the Tippie College of Business will determine the appropriate appeal process.

Accommodating Students with Disabilities/Academic Accommodations

A student seeking academic accommodations such as a modification of seating, testing, timing, etc. should first register with Student Disability Services, then contact the CIMBA Italy Office (cimba-italy@uiowa.edu) to make further arrangements.

See <http://sds.studentlife.uiowa.edu> for more information.

Sexual Harassment

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning.

Incidents of sexual harassment should be reported immediately. If you feel that you are being or have been harassed or you are not sure what constitutes sexual harassment, we encourage you to visit the University

website, www.sexualharassment.uiowa.edu/index.php, and to seek assistance from the CIMBA Interim Director, Stephanie Schnicker, at 319-335-1041 or stephanie-schnicker@uiowa.edu.