

HTM 26200 Festivals and Special Events

Course Description

This course offers a comprehensive overview of the theory and procedures associated with the coordination of festivals and special events. Essential topics will include the conceptualization, planning, coordination, sponsorship, marketing, funding, staffing, legal issues, and assessment of festivals and special events. Students will gain hands-on experience by volunteering to work a minimum of six hours to set up, help coordinate, or tear down a large scale festival or special event.

Prerequisites

HTM 16200 Minimum Grade of C- and HTM 17300 Minimum Grade of C- [HTM 17300 may be taken concurrently].

Course Goals

The goal of this class is to provide students with knowledge, skills, and abilities to successfully manage festivals and special events.

Learning Objectives

Upon completion of this course, students will be able to:

1. Classify the types and purpose of festivals and special events.
2. Compare and contrast traditional events and meetings to festivals and special events.
3. Develop a basic understanding of the size and scope and the employment potential of festivals and special events (KSAO 154, 155).
4. Describe the key steps necessary to plan, manage, staff, organize, and assess the stated objectives of a festival or special event (KSAO 63).
5. Knowledge of economic, financial, and accounting principles and practices of festivals and special events (KSAO 37).
6. Apply the principles of sustainability to festivals and special events (KSAO 32, 63.17).
7. Read relevant research and apply it to festival and special events management (KSAO 5)
8. Differentiate between ethical and non-ethical business practices. (KSAO 58.30).