

EDEM 3510: Entertainment and Experiences in Hospitality and Events

Fall 2025

EDEM 3510.001 – 3 credit hours

Name: Dr. Joe O'Donnell

# Instructor Contact

**Class Time: Tuesdays & Thursdays 2:00-3:20pm**

**Class Location: Chilton 388**

**Office Location: 359 e, Chilton Hall (please use this** [**map**](https://transportation.unt.edu/sites/default/files/unt_campus_parking.pdf) **to locate Chilton Hall)**

**Office Hours: By appointment**

**Email:** **joseph.odonnell@unt.edu**

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact.

UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT’s full Non-Discrimination Policy can be found in the UNT Policies section of the syllabus.

# Course Description

This course provides an overview of the function, design and structure of entertainment and related experiences for the event and hospitality industries. Topics include structure of the live entertainment industry, the promotion of entertainment-based events, and overall analysis of the impact events have on a property and how entertainment projects fit within the event and hospitality industries. Students acquire transferable knowledge and skills for planning entertainment and design experiences for events and hospitality businesses.

# Course Structure

This course will be delivered through face-to-face course meetings every Tuesday and Thursday, 2:00 – 3:20 pm during Fall 2024 (8/19-12/12). Students will be divided into project groups (4-5 people per group) and work on team activities during class time and the team project.

# Course Prerequisites & Other Restrictions

* Knowledge of personal computer operation, Microsoft Word, Excel, and PowerPoint is required for this class.
* Ultimately, it is a student’s responsibility to ensure they have met all prerequisites before enrolling in a class.
* A prerequisite is a course or other preparation that must be successfully completed (a grade of C or better) before enrollment in another course. All prerequisites are included in catalog course descriptions.
* Students that lack prerequisites for a course are not allowed to remain in the course.

# Program Learning Outcomes

**PLO1**: Students will plan career goals and appropriate strategies for succeeding in the event and experience industries.

**PLO2**: Students will develop analytical and quantitative skills using information technology to support business decisions in the event and experience industries.

**PLO3**: Students will integrate event and experience management business principles to lead in diverse, collaborative, and global environments.

**PLO4**: Students will apply innovative and imaginative methods in operating event and experience management businesses utilizing ethical and sustainable practices.

**PLO5**: Students will demonstrate effective and efficient communication skills in all settings.

# Course Objectives

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

1. Discuss the importance of the entertainment industry and its impact on the hospitality industry; (PLO 1)
2. Understand the relationship between the entertainment and hospitality industry; (PLO 1)
3. Create a financial plan for entertainment events; (PLO 2)
4. Conduct marketing research and plan for entertainment events; (PLO 2)
5. Understand the impacts of technology on the entertainment event industry; (PLO 3)
6. Identify and manage risk elements at entertainment events (PLO 4)
7. Prepare and present entertainment-based media and event plans. (PLO 5)

# Vision of the Hospitality & Tourism Management Program

To be a global leader in advancing education, creating knowledge, and shaping the hospitality and tourism professionals of the future.

**Mission of the Hospitality & Tourism Management Program** Educating students for leadership in the global hospitality and tourism industries and advancing the profession through excellence in teaching, research, and service.

**Recommended Textbooks:**

# Materials

* + Allen, J., Harris, R., Jago, L. (2020). Festival and special event management. Essentials edition. ISBN-13: 978-0730369400.
	+ Sonder, M. (2004). Event entertainment and production. ISBN-13: 978-0471263067

# Teaching Philosophy

The events and hospitality industry highly rely on team works. Therefore, I would like to engage students in students-centric teams and team works. Your team is counting on you! To receive a good performance on this course, students are highly encouraged to participate all the team project discussion and course meetings and review the required readings before attending the classes that are involved with Readiness Assurance Quizzes.

# Communication Expectations

In this class, UNT email is the best way to contact the instructor. All communication between students and the instructor should be respectful and professional. Please find the guidelines about communicating via email provided by CLEAR (<https://clear>.unt.edu/online-communication-tips). Students should check their email regularly. If you have any questions or concerns about the class, please send an email to the instructor. The response typically will be within 24 hours, not including weekends/holidays.

# Revisions

The instructor reserves the right to revise this syllabus, class schedule, and/or list of course requirements when he/she deems such revisions will benefit the achievement of course goals and objectives. All changes and notifications will be made through Canvas.

# Evaluation Criteria

Course work will be evaluated on the following basis:

|  |  |
| --- | --- |
| ***Assignment*** | ***Points Possible*** |
| ***Individual Assignments*** |  |
| ***Syllabus Quiz*** | *10* |
| ***CMHT Career EXPO Attendance (extra credit 20 points)*** |  |
| ***CVENT Certification (extra credit 10 points)*** |  |
| ***Guest Speaking Session Attendance* × *2*** | *20* |
| ***In-Class Activity × 5 (5 points each)*** | *25* |
| ***Midterm Exam*** | *50* |
| ***Final Exam*** | *50* |
| ***Peer Evaluation*** | *20* |
| ***Team Assignments*** |  |
| ***Team Project Contract*** | *10* |
| ***Team Project Work Breakdown*** | *10* |
| ***Guest Chef Event Plan*** | *30* |
| ***Team Project Report*** | *100* |
| ***Team Project Presentation*** | *50* |
| ***Total Points Possible*** | *375* |

Note. The due dates for all the assignments are specified on Canvas, please mark your calendar accordingly to avoid missing quizzes.

Grades will be distributed as follows:

|  |  |  |
| --- | --- | --- |
| **Grade** | **Points** | **Percentage** |
| A | 338-375 | 90-100% |
| B | 300-337 | 80-89.99% |
| C | 262-299 | 70-79.99% |
| D | 225-261 | 60-69.99% |
| F | 224 or less | 59.99% or less |

# Course-Specific Policy

**Class Participation:** You are expected to attend every class throughout the semester. This course relies on student-centric teams, and your team will create a contract to discuss values and “firing” procedures during the first two weeks of class. If you are “fired” from a group, you will be individually responsible for the team project.

**Examination Policy:** There will be two exams (midterm and final) throughout the semester. **Midterm and final exams will be on Canvas but you need to come to classroom during the exam time**. Please find the exam dates from the schedule in pages 6-7.

Exams dates are specified on syllabus and there will be no make-ups allowed. Make-up exams will be allowed **only** for serious reasons, i.e.:

1. Illness (confirmed by physician)
2. Schedule conflicts, official school excuse, (and then only if the faculty member in charge of the course is notified prior to scheduled exam time).

**All excused documents must be obtained from UNT Dean of Student.** Located at UNT Student Union Suite 409 (940-565-2648; deanofstudents@unt.edu). **In order to approve your absence is excused, you have to provide the instructor the documentation from Dean of Student no later than one week after excused absence. The instructor will not accept any other documentations as prove of excused absence.** Failure to provide a valid documentation within the time frame will deem it unexcused.

If you lose your internet during the exam, students should immediately contact the UNT Student Help Desk: helpdesk@unt.edu or 940.565.2324 and obtain a remedy ticket number for tracing your call in the system. The UNT Student Help Desk will work with the student to resolve any

issues at the earliest possible time. After you contacted the student helpdesk, please email the instructor about the technique issues.

**Assignment Policy:** Activities will vary by the course content and may include the following: in-person and live lectures, supplementary films and videos, out-of-course assignments, case studies, problems and discussion questions, written projects, oral presentations, and event reflections. There are two team projects across the semester: Guest Chef Event Plan and Semester Team Project. A written report is required for the Guest Chef Event Plan. Both the written reports and oral presentations are required for the Semester Team Project.

The due dates for assignments and exams are listed on the course syllabus. The instructions for each assignment will be posted in the weekly modules on Canvas. When submitting your

assignments, please make sure to convert your files to **PDF** and then submit them through Canvas. The instructor will not accept an assignment by email.

*Individual assignments*

If work is not ready for presentation at the start of critique on the deadline, it is considered late. **There will be no late assessments accepted.** If there is an assignment due on a day you know you will be absent, it will be due one class day earlier.

*Team assignments*

Only one team member needs to submit the assignments on behalf of the team. Every team member will receive the same score on those assignments. **If the member submits a team assignment late, all the team members will receive 0 on that assignment.** For any graded team activities, you will receive the team score if you are absent.

If you have a question about a grade of an assignment, please email the instructor within one week to set up an appointment after a grade has been released. For example, if grades are released on October 31, please email me within one week of October 31 to discuss the grade.

# Course Schedule

|  |  |  |  |
| --- | --- | --- | --- |
| **Week** | **Date** | **Topic** | **Assignments** |
| 1 | 8/19 | Course Introduction & Syllabus Overview | * Getting to Know You Survey due in class 8/19
* Syllabus Quiz by 8/24 11:59pm
 |
| 8/21 | Team Formation & Team Project Introduction |
| 2 | 8/26 | Overview of the Event Industry & Entertainment Events | * Team Project Contract due 8/31 11:59 pm
 |
| 8/28 | Semester Team Project Idea and Guest Chef Event Idea Initiation (online mode) |
| 3 | 9/2 | Experience and Experience Design | * Semester Team Project-Event Strategy due 9/7 11:59 pm
* Team Project Work Breakdown due 9/7 11:59 pm
 |
| 9/4 | Strategic Planning/Team Project |
| 4 | 9/9 | Entertainment and Experiences in Conventions and Conferences | * Semester Team Project-Marketing Plan due 9/14 11:59 pm
 |
| 9/11 | Marketing Management & Event Promotion/Team Project |
| 5 | 9/16 | Festivals  | * Semester Team Project-Sponsorship Plan due 9/21 11:59 pm
 |
| 9/18 | Stakeholders and Sponsorship/Team Project |
| 6 | 9/22 | Guest Speaking Session TBD | * Guest Chef Event Plan due 9/29 11:59 pm
 |
| 9/24 | Financial Planning/Team Project\*CMHT Career EXPO, Wednesday 9/24 10 am – 1 pm |
| 7 | 9/30 | Midterm Exam Review & Practice Exam | * Midterm Exam due in class 10/2 3:20pm
 |
| 10/2 | Midterm Exam |
| 8 | 10/7 | TBD | * Semester Team Project- Human Resource Plan due 10/12 11:59 pm
 |
| 10/9 | Team Project |
| 9 | 10/14 | Team Project (IMEX) |  |
| 10/16 | Team Project (IMEX) |
| 10 | 10/21 | Entertainment and Experiences in Non-Profit Events | * Semester Team Project- Event Design and Operation due 10/26 11:59 pm
 |
| 10/23 | Guest Speaking Session: TBD |

|  |  |  |  |
| --- | --- | --- | --- |
| 11 | 10/28 | Risk Management (Case Study) | * Semester Team Project-Financial Plan due 11/2 11:59 pm
 |
| 10/30 | Post-Event Evaluation Plan |
| 12 | 11/4 | Entertainment Event Technology | * Semester Team Project-Post-Event

Evaluation Plan due 11/9 11:59 pm |
| 11/6 | Team Project |
| 13 | 11/11 | Team Project | * Semester Team Project-Creativity, Forms, Cover Letter and Executive Summary due 11/16 11: 59 pm
* Final Team Project Report due by 11/16 11: 59 pm
* Team Project Presentation Slides due 11/16 11:59 pm
 |
| 11/13 | Team Project |
| 14 | 11/18 | Team Project Presentation | * Team Project Presentation due in classes
 |
| 11/20 | Team Project Presentation |
| 15 | 11/22 – 11/30 | Thanksgiving Break |  |
| 16 | 12/2 | CVENT Certification | * Peer Evaluation due 12/8 11:59 pm
 |
| 12/4 | Final Exam Review & Practice Exam |
| 17 | 12/11 | Final Exam | * Final Exam due 12/11 1:30-2:30 pm
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*Note*: The class schedule may be modified at any time. All changes and notifications will be made through Canvas.