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## EDEM 3240: Event Service Essentials

Summer 2026 (5W1)  
3 credit hours

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### Instructor Contact

**Name:** Dr. Xingyi Zhang  
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### Welcome to UNT!

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 Canvas. Students will be divided into smaller groups (3-4 people/group) and work on the team project together. Students need to indicate their weekly availability for team project meetings by completing the syllabus quiz. Then, the instructor will assign students in different teams based on their weekly schedule.

### 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 convention and event industry and its impact on the hospitality industry and understand the traits of a successful event planner. (PLO 1)
2. Familiarize students with event design structure, goals, purpose of the events industry and the seven steps to creating a successful event. (PLO 1)
3. Examine the factors to consider when deciding if the client's vision for an event is possible and apply the steps to creating a successful event. (PLO 2)
4. Identify and understand the current event, meeting and convention trends and examine their impact on event theme and tone. (PLO 3)
5. Assess and manage risk as it relates to event operations and professional meeting management. (PLO 4)
6. Acknowledge and adhere to the safety regulations when planning an event. (PLO 4)
7. Design and present a fictitious social event using the UNT CoLab as the venue, complete with a detailed budget, timeline, the food and beverage components, and the overall aesthetics of the event. (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.

**Required Textbook:** Johnson, Darren w. (2017) Going Live: The Ultimate Guide to Corporate Event Planning, Clermont, FL: Event U LLC (ISBN: 9780692807897)

### Communication Expectations

In this class, UNT email or Canvas Inbox 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:

| <i>Assignment</i>                                                                                                                     | <i>Points Possible</i>                                        | <i>Percentage of Final Grade</i> |
|---------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|----------------------------------|
| <b>Individual Assignments</b>                                                                                                         |                                                               |                                  |
| <i>Syllabus Quiz</i>                                                                                                                  | <i>5 points</i>                                               | <i>1%</i>                        |
| <i>Quizzes*</i>                                                                                                                       | <i>120 points</i>                                             | <i>24%</i>                       |
| <i>Discussions</i>                                                                                                                    | <i>30 points</i>                                              | <i>6%</i>                        |
| <ul style="list-style-type: none"> <li>• <i>Discussion 1</i></li> <li>• <i>Discussion 2</i></li> <li>• <i>Discussion 3</i></li> </ul> | <i>(5 points)</i><br><i>(10 points)</i><br><i>(15 points)</i> |                                  |
| <i>Peer-Evaluation</i>                                                                                                                | <i>25 points</i>                                              | <i>5%</i>                        |
| <i>Mid-Term Exam</i>                                                                                                                  | <i>100 points</i>                                             | <i>20%</i>                       |
| <i>Final Exam</i>                                                                                                                     | <i>100 points</i>                                             | <i>20%</i>                       |
| <b>Team Assignments</b>                                                                                                               |                                                               |                                  |
| <i>Team Project Report</i>                                                                                                            | <i>100 points</i>                                             | <i>20%</i>                       |
| <i>Team Project Presentation</i>                                                                                                      | <i>20 points</i>                                              | <i>4%</i>                        |
| <i>Total Points Possible</i>                                                                                                          | <i>500 points</i>                                             | <i>100%</i>                      |

*Note.* \*Three lowest scores will be dropped at the end of the semester

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:

| <b>Grade</b> | <b>Percentage</b> |
|--------------|-------------------|
| A            | 90-100%           |
| B            | 80-89.99%         |
| C            | 70-79.99%         |

|   |                |
|---|----------------|
| D | 60-69.99%      |
| F | 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 and Quiz Policy:** There will be 2 exams of 100 points each. The format of the exams including the number of questions will be discussed closer to exams however students should expect multiple-choice, True and False, and matching. Exam questions will come from the quizzes, any other materials assigned, and lectures.

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.:

- A. Illness (confirmed by physician)
- B. 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](mailto: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](mailto: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 technical issues.

**Assignment Policy:** The due dates for assignments, quizzes, and exams are listed on the course syllabus. The instructions for each assignment will be posted in the daily modules in Canvas. Please submit your assignments through Canvas. The instructor will not accept an assignment by email. If work is not ready for presentation at the start of critique on the deadline, it is considered late.

#### *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.** If a member is no longer part of a team during the semester, that person should complete the project independently and submit the project report and presentation by the deadlines.

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 May 31, please email me within one week of May 31 to discuss the grade.

### Course Schedule

| Topic                                                                  | Required Readings              | Assignments                                                                                                                                                                                                                                                                                               |
|------------------------------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Week 1 (5/18-21)</b>                                                |                                |                                                                                                                                                                                                                                                                                                           |
| Introduction of the Course & Term Project                              | Course Syllabus, Project Brief | Syllabus Quiz on Canvas due by 5/19, 11:59pm                                                                                                                                                                                                                                                              |
| MOD 1. Communication: The Secret to Success in Event Planning          | MOD 1 Chapter Reading          | <ul style="list-style-type: none"> <li>• MOD 1 Quiz on Canvas due by 5/21, 11:59pm</li> <li>• MOD 2 Quiz on Canvas due by 5/21, 11:59pm</li> <li>• MOD 3 Quiz on Canvas due by 5/21, 11:59pm</li> <li>• Discussion 1 due by 5/21, 11:59pm</li> </ul>                                                      |
| MOD 2. Interpersonal Engagement: The Importance of Listening to Others | MOD 2 Chapter Reading          |                                                                                                                                                                                                                                                                                                           |
| MOD 3. Nonverbal Communication: The Unspoken Words of Event Planning   | MOD 3 Chapter Reading          |                                                                                                                                                                                                                                                                                                           |
| <b>Week 2 (5/25-28)</b>                                                |                                |                                                                                                                                                                                                                                                                                                           |
| MOD 4: Skills of the Event Planner Your Road Map to Success            | MOD 4 Chapter Reading          | <ul style="list-style-type: none"> <li>• MOD 4 Quiz on Canvas due by 5/28, 11:59pm</li> <li>• MOD 5 Quiz on Canvas due by 5/28, 11:59pm</li> <li>• MOD 6 Quiz on Canvas due by 5/28, 11:59pm</li> <li>• MOD 7 Quiz due on Canvas by 5/28, 11:59pm</li> <li>• Discussion 2 due by 5/28, 11:59pm</li> </ul> |
| MOD 5. Hospitality: Invaluable Lessons from an Established Industry    | MOD 5 Chapter Reading          |                                                                                                                                                                                                                                                                                                           |
| MOD 6. Creativity: Event Planning with Panache                         | MOD 6 Chapter Reading          |                                                                                                                                                                                                                                                                                                           |
| MOD 7. Creating the Right Vibe for Indoor Events                       | MOD 7 Chapter Reading          |                                                                                                                                                                                                                                                                                                           |
| <b>Week 3 (6/1-6/4)</b>                                                |                                |                                                                                                                                                                                                                                                                                                           |
| Mid-Term Exam                                                          | Mid-Term Exam Review           | Mid-Term Exam due by 6/2, 5pm                                                                                                                                                                                                                                                                             |
| MOD 8. Understanding the Complexities of Outdoor Events                | MOD 8 Chapter Reading          | <ul style="list-style-type: none"> <li>• MOD 8 Quiz on Canvas due by 6/4, 11:59pm</li> <li>• MOD 9 Quiz on Canvas due by 6/4, 11:59pm</li> <li>• MOD 10 Quiz on Canvas due by 6/4, 11:59pm</li> </ul>                                                                                                     |
| MOD 9. Killer Events in Funky Spaces                                   | MOD 9 Chapter Reading          |                                                                                                                                                                                                                                                                                                           |
| MOD 10. Food and Drink                                                 | MOD 10 Chapter Reading         |                                                                                                                                                                                                                                                                                                           |
| <b>Week 4 (6/8-11)</b>                                                 |                                |                                                                                                                                                                                                                                                                                                           |
| MOD 11. Winning Entertainment                                          | MOD 11 Chapter Reading         | <ul style="list-style-type: none"> <li>• MOD 11 Quiz on Canvas due by 6/11, 11:59pm</li> <li>• MOD 12 Quiz on Canvas due by 6/11, 11:59pm</li> <li>• MOD 13 Quiz on Canvas due by 6/11, 11:59pm</li> <li>• Project Report, Presentation Video and Initial Post for</li> </ul>                             |
| MOD 12. Event Planning Risk & Safety                                   | MOD 12 Chapter Reading         |                                                                                                                                                                                                                                                                                                           |
| MOD 13. When Disaster Strikes                                          | MOD 13 Chapter Reading         |                                                                                                                                                                                                                                                                                                           |
| Team Project Workday                                                   |                                |                                                                                                                                                                                                                                                                                                           |

|                                                    |                        |                                                                                                                                                                                                                                                                                           |
|----------------------------------------------------|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                    |                        | Discussion 3 due by 6/11, 11:59pm                                                                                                                                                                                                                                                         |
| <b>Week 5 (6/15-19)</b>                            |                        |                                                                                                                                                                                                                                                                                           |
| MOD 14. An Event Planner's Most Precious Commodity | MOD 14 Chapter Reading | <ul style="list-style-type: none"> <li>• MOD 14 Quiz on Canvas due by 6/17, 11:59pm</li> <li>• MOD 15 Quiz on Canvas due by 6/17, 11:59pm</li> <li>• Discussion 3 due by 6/17, 11:59pm</li> <li>• Peer-Evaluation due by 6/18, 11:59 pm</li> <li>• Final Exam due by 6/19, 5pm</li> </ul> |
| MOD 15. The Changing Landscape of Event Planning   | MOD 15 Chapter Reading |                                                                                                                                                                                                                                                                                           |
| Project Presentation Review and Reply              | Project Presentations  |                                                                                                                                                                                                                                                                                           |
| Final Exam                                         | Final Exam Review      |                                                                                                                                                                                                                                                                                           |

*Note:* The class scheduled may be modified at any time. All changes and notifications will be made through Canvas.