EDEM 3510: Entertainment and Experiences in Hospitality and Events

Fall 2022
EDEM 3510.001 – 3 credit hours

Instructor Contact

Name: Dr. Xingyi Zhang
Pronouns: she, her, hers
Class Time: Tuesdays & Thursdays 2:00-3:20pm
Office Location: 349, Chilton Hall (please use this map to locate Chilton Hall)
Office Hours: Tuesday & Thursday 3:30-4:30 pm (via Zoom or instructor’s office)
Email: Xingyi.Zhang@unt.edu

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 face-to-face course meetings every Tuesday and Thursday, 2:00 – 3:20 pm during Fall 2022 (8/29-12/16). There are five modules in this course. Every module will last about three weeks. Students will be divided into project groups (3-4 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 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.

Materials

**Required Readings:** You can access to the required readings through UNT Course Reserves by the following steps:

Step 1. Use your browser to visit [https://iii.library.unt.edu/search/r](https://iii.library.unt.edu/search/r)

Step 2. Type the course code “EDEM 3510” in the search bar and then click “Search”

Step 3. Click on the paper that you would like to read.
Step 4. Input your EUID, EUID password, and then enter “edem3510fall2022” as the passcode

**Recommended Textbooks:**

**Teaching Philosophy**
The events and hospitality industry highly rely on team works. Therefore, I would like to engage students in student-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:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points Possible</th>
<th>Percentage of Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Syllabus Quiz</td>
<td>10 points</td>
<td>2%</td>
</tr>
<tr>
<td>Team Project Contract</td>
<td>20 points</td>
<td>4%</td>
</tr>
<tr>
<td>Team Project Proposal</td>
<td>20 points</td>
<td>4%</td>
</tr>
<tr>
<td>Team Project Checkpoints</td>
<td>40 points</td>
<td>8%</td>
</tr>
<tr>
<td>• Project checkpoint 1</td>
<td>(20 points)</td>
<td></td>
</tr>
<tr>
<td>• Project checkpoint 2</td>
<td>(20 points)</td>
<td></td>
</tr>
<tr>
<td>Team Project Report</td>
<td>100 points</td>
<td>20%</td>
</tr>
<tr>
<td>Team Project Presentation</td>
<td>50 points</td>
<td>10%</td>
</tr>
<tr>
<td>Readiness Assurance Quizzes (RAQs) and Peer Evaluation*</td>
<td>120 points (24)</td>
<td>24%</td>
</tr>
<tr>
<td>• Individual RAQs (total number is 3)**</td>
<td>(36)</td>
<td></td>
</tr>
<tr>
<td>• Team RAQs (total number is 3)**</td>
<td>(60)</td>
<td></td>
</tr>
<tr>
<td>• Peer evaluations (total number is 2)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

EDEM 3510 Course Syllabus Fall 2022
<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points Possible</th>
<th>Percentage of Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mid-Term Exam</strong></td>
<td>50 points</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Final Exam</strong></td>
<td>50 points</td>
<td>10%</td>
</tr>
<tr>
<td><strong>CMHT Career EXPO Attendance</strong></td>
<td>10 points</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Event Production Practice Report</strong></td>
<td>20 points</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Guest Speaking Session Attendance</strong></td>
<td>10 points</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Total Points Possible</strong></td>
<td>500 points</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: *Will be decided first week of class by teams. Each level of assessment—Individual or Team RAQ, and Evaluation--must be a minimal of 20% of 120 combined points.
**Quizzes and exams are closed-book and closed-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:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>720-800</td>
<td>90-100%</td>
</tr>
<tr>
<td>B</td>
<td>640-719</td>
<td>80-89.99%</td>
</tr>
<tr>
<td>C</td>
<td>560-639</td>
<td>70-79.99%</td>
</tr>
<tr>
<td>D</td>
<td>480-559</td>
<td>60-69.99%</td>
</tr>
<tr>
<td>F</td>
<td>479 or less</td>
<td>59.99% or less</td>
</tr>
</tbody>
</table>

**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 three closed-book and closed-note readiness assurance quizzes (RAQs) and 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.** All the quizzes and exams will be given on the dates that are listed in course syllabus.

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). **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.

If you have to miss an individual RAQ or deadline for either of the reasons of illness and schedule conflicts and official school excuse, you will be able to take make-up IRAQs, which will only be proctored on the makeup days (10/11 and 12/8 in class). The absence excuse must be verified by documentation provided by UNT Dean of Student. If you have to miss a Team RAQ, you will receive the team score if you are absent.

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 is a team project across the semester. Written reports and oral presentations are required for the team project.

The due dates for assignments, quizzes, and exams are listed on the course syllabus. The instructions for each assignment will be posted in the weekly modules in 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.

Extra Credits
Students will earn 5 points extra credits if they take the SPOT survey around the end of the semester.

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.
Advising and Degree Progression

Advising
All students are expected to meet with their Academic Advisor each semester to update your degree plan and to stay on track for a timely graduation.

- Advising Contact Information (Chilton Hall 385 – 940.565.4635)
- SCHEDULE APPOINTMENTS HERE: appointments.unt.edu
- Email: cmhtadvising@unt.edu

Prerequisites
- 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.

Transfer Courses
Any transfer course(s) from another institution must receive prior approval from your CMHT Academic Advisor to ensure that the course(s) will be applicable to your degree plan at UNT.

Dropped for Non-payment
- Students will be dropped for nonpayment for enrolled courses, parking fees, schedule change fees, etc. Please check your account daily through the 12th class day to ensure you have not been dropped for non-payment of any amount. It is the student’s responsibility to make all payments on time.
- Students cannot be reinstated for any reason after the 12th class day regardless of situation.

Dropping a Course
- A decision to drop a course may affect your current and future financial aid eligibility. Talk to your academic advisor or Student Financial Aid if you are thinking about dropping a course.
- Speak with the course instructor to discuss any possible options to be successful in the course before dropping.
- Meeting deadlines for dropping a course are the student’s responsibility.
- **There are different procedures for dropping a class depending on the time of semester.** Please see the instructions for dropping a class here: [https://registrar.unt.edu/registration/dropping-class](https://registrar.unt.edu/registration/dropping-class)

**Financial Aid Requirements**
- A student must maintain Satisfactory Academic Progress (SAP) to continue receiving financial aid by maintaining a minimum 2.0 cumulative GPA and successfully completing the required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility. Visit [https://financialaid.unt.edu/sap](https://financialaid.unt.edu/sap) for more information about financial aid Satisfactory Academic Progress.

**What if You Are In Distress?**
The University has a number of resources that can be useful if you find yourself in need of help. Faculty and advisors can help direct you to resources; please note that any reports of sexual harassment, sexual assault, dating violence, or stalking must be reported to the UNT Dean of Students, per Texas law. Some resources you might consult are:

<table>
<thead>
<tr>
<th>Resource</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNT Police</td>
<td>940-565-3000</td>
</tr>
<tr>
<td>Dean of Students</td>
<td>940-565-2648 or 940-565-2039</td>
</tr>
<tr>
<td>Counseling and Testing</td>
<td>940-565-2741</td>
</tr>
<tr>
<td>Student Health and Wellness Center</td>
<td>940-565-2333</td>
</tr>
<tr>
<td>Office of Disability Access</td>
<td>940-565-2333</td>
</tr>
<tr>
<td>Housing and Residence Life</td>
<td>940-565-2610</td>
</tr>
<tr>
<td>Substance Use and Resource Education Center</td>
<td>940-565-3177</td>
</tr>
<tr>
<td>Veterans Center</td>
<td>940-369-8021</td>
</tr>
<tr>
<td>Denton County Friends of the Family</td>
<td>940-387-5131</td>
</tr>
<tr>
<td>National Suicide Hotline</td>
<td>1-800-273-TALK</td>
</tr>
</tbody>
</table>

**Grade and Class Concerns**

**Do you know who to contact for a course-related issue?**
Understanding the academic organizational structure is important when resolving class-related or advising issues. When you need problems resolved, please follow the steps outlined below:
Do you require special accommodations?
The University of North Texas and the College of Merchandising, Hospitality and Tourism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at https://studentaffairs.unt.edu/office-disability-access. You may also contact them by phone at 940.565.4323.

Are you aware of safety regulations?
Students are urged to use proper safety procedures and guidelines. In lab sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.
Do you know the Academic Integrity Policy?
Academic Integrity Standards and Consequences, UNT Policy 06.003.
Academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action, which may include expulsion from the university. This is explained in the UNT Student Handbook. Your teacher should have a syllabus policy describing penalties for academic dishonesty.

Your instructor may decide to record lectures and/or class content for students enrolled in this class section to refer to throughout the semester. Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

Do you meet ALL expectations for being enrolled in a course?
- CMHT students are expected to meet all prerequisites for the courses in which they are registered.
- Student are expected to be respectful of other students, guests, and faculty. Behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT.
- Students engaging in unacceptable behavior will be directed to leave the classroom and may be referred to the Dean of Students for possible violation of the Code of Student Conduct.
- UNTs expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at https://studentaffairs.unt.edu/dean-of-students.

The College of Merchandising, Hospitality and Tourism requires that students respect and maintain all university property. Students are accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone,
texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

**Career Resources**

**CMHT Career Coach**
For one-on-one help with your resume, cover letter, LinkedIn profile, interview tips/practice or other internship and job-search skills, Mrs. Dee Wilson (Dee.Wilson@unt.edu) is our Career Center Coach. Contact her for an appointment through navigate.unt.edu or drop by her office in Chilton 333.

**Career Center**
The Career Center is currently located in Sage Hall. They provide *free* business cards, professional portraits, etc. They also host several recruiters throughout the year in various events/information sessions and career fairs. Learn more about their services here: https://careercenter.unt.edu/. 

**Online Job Board and Social Media Sites**
- https://cmht.unt.edu/jobs
- Facebook CMHT Careers Group - https://www.facebook.com/groups/CMHTCareers/
- LinkedIn - https://www.linkedin.com/in/unt-cmht-2023b8173/
- Twitter - @UNTCMHT
- Facebook Social Sites - @UNTCMHT and @UNTHTM
- Instagram - @untcmht

**CMHT Career Expo**
The Expo will be Wednesday, September 21, 2022. You can find all information here: https://cmht.unt.edu/merchandising-and-digital-retailing/career-expo.

**CMHT-IT Resources**

**CMHT-IT Services Student Laptop Checkout Information**
The CMHT-IT Services desk located on the 3rd floor of Chilton Hall outside room 386 will have Dell laptops available for checkout for all CMHT students. These laptops and the CMHT-IT Services desk will be available during the following hours:

- Monday: 7:30AM – 9:00PM
- Tuesday: 7:30AM – 9:00PM
- Wednesday: 7:30AM – 9:00PM
- Thursday: 7:30AM – 9:00PM
- Friday: 7:30AM – 5:00PM
These Dell laptops can be checked out at any point during the above hours and must be returned on the same business day to the CMHT-IT Services personnel. These laptops must remain on campus and will not save your data. So be sure to use a USB or email yourself to save your work!

For more information, please stop by the CMHT-IT Services desk in Chilton Hall 386 or give us a call at (940) 565-4227.

**UNT Citrix Virtual Lab**
UNT Students currently enrolled in a CMHT course have access to the UNT Citrix Virtual Lab. This is useful if your course requires specific software and you need access to the software on your personal machine. You can find more information and installation steps here: [https://academictechnologies.unt.edu/services/computer-labs/request/remotely-connect-virtual-computer-lab#connect-options](https://academictechnologies.unt.edu/services/computer-labs/request/remotely-connect-virtual-computer-lab#connect-options).

The CMHT-IT Services desk can assist you with installing the Citrix Workspace client on your personal machine. Please see above hours of operation for our IT services desk.

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

**UIT Help Desk**: [UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm)
**Email**: helpdesk@unt.edu
**Phone**: 940-565-2324
**In Person**: Sage Hall, Room 130
**Walk-In Availability**: 8am-9pm
**Telephone Availability**:
- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm
**Laptop Checkout**: 8am-7pm

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328)

### Additional Information

**Are You An F-1 Visa Holder?**
To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](https://www.ecfr.gov)
The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:
(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance
To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student’s responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

Inclusivity Statement
The Mean Green family is a community that combines creativity and caring to provide an extraordinary educational environment where we go the extra mile to help our diverse student body. To achieve our vision, we will work together to solve complex issues and find ways to empower our students to succeed in the face of a rapidly changing world. This challenge calls on us to become more nimble and collaborative as an institution. Because we are a caring, creative campus, we value important connections that happen through collaboration, interdisciplinary engagement, connectivity, and synergistic solutions to challenges at our university, in DFW, and beyond. Thus, we will dedicate ourselves to creating a stronger collaborative environment where

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we hear and respond to the voices of our diverse internal and external communities to empower our students and meet the needs of Texas. The cross-cutting synergies and connectivity created by building a culture of collaboration will drive our success across all planning areas, and enhance our reputation as an innovative, next generation institution.

Feedback and Communications

Image Release
The College actively posts images and descriptions of class and student accomplishments. If you do not want your image posted on the CMHT website and/or social media sites, (1) you should avoid being in group photographs or in photographs taken by your teachers or the IT staff and (2) send an email to TKinley@unt.edu and request that your name and image not be shared. Dr. Kinley will share this information with the IT staff and the faculty who post to social media. Faculty and staff are asked to honor your wishes without question.

If your instructor employs lecture capture technology to record class sessions, students may occasionally appear on video. The recording may be used in future course offerings.

What is SPOT?
The Student Perceptions of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey at the end of the semester gives students the opportunity to comment on the course. Student feedback is important and is essential as we strive for excellence.

Do you know the date/time of the final exam in this course?
Final exams or other appropriate end of semester evaluations are administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the calendar early in the semester to avoid any schedule conflicts. You can find the Final Exam Schedule here: https://registrar.unt.edu/exams/final-exam-schedule

Do you know what you may be missing?
Your access point for ALL business and academic services at UNT occurs within the https://my.unt.edu site, and EagleConnect is the official method of communication for UNT. If you do not regularly check EagleConnect or forward it to your favorite e-mail account, please do so to learn about job and internship opportunities, CMHT events, scholarships, and other important information. The website that explains EagleConnect and how to forward your email is: https://it.unt.edu/eagleconnect.

Do you know what to do in an emergency or UNT closure?
- UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public
safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at https://my.unt.edu.

- Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly.
- In the event of a university closure, your instructor will communicate with you through Canvas regarding assignments, exams, field trips, and other items that may be impacted by the closure.

**Sexual Assault Prevention**

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment, sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT’s Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim’s compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565-2759.

**Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)**

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

**Retention of Student Records**

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and
comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student’s records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University’s policy. See UNT Policy 10.10, Records Management and Retention for additional information.
# Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Required Readings</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>8/30</td>
<td>Course Introduction &amp; Syllabus Overview</td>
<td>Course Syllabus</td>
<td>• Syllabus Quiz by 9/2 11:59pm</td>
</tr>
<tr>
<td></td>
<td>9/1</td>
<td>Team Formation &amp; Team Project Introduction</td>
<td>Team Project Brief File</td>
<td></td>
</tr>
</tbody>
</table>

## Module 1: An Introduction of Entertainment Events

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Required Readings</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>9/6</td>
<td>Overview of the Event Industry &amp; Entertainment Events</td>
<td>An Introduction to the Entertainment Industry</td>
<td>• RAQ 1 due in class (9/6) • Team Contract due 9/9 11:59 pm</td>
</tr>
<tr>
<td></td>
<td>9/8</td>
<td>Client Meeting; Strategic Planning Process</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>9/13</td>
<td>Meet with Disney College Program Recruiters/Team Project</td>
<td></td>
<td>• Team Project Proposal due 9/16 11:59 pm</td>
</tr>
<tr>
<td></td>
<td>9/15</td>
<td>Event Project Management</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Module 2: Elements of Event Planning

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Required Readings</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>9/20</td>
<td>Marketing Management</td>
<td>Segmentation, Targeting, and Positioning, and the Role of Branding</td>
<td>• RAQ 2 due in class (9/20)</td>
</tr>
<tr>
<td></td>
<td>9/21</td>
<td>CMHT Career EXPO, 10 am – 1 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>9/22</td>
<td>Team Project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>9/27</td>
<td>Event Promotion</td>
<td></td>
<td>• Team Project Checkpoint 1 due 9/30 11:59 pm • Career EXPO Report due (9/30)</td>
</tr>
<tr>
<td>6</td>
<td>10/4</td>
<td>Stakeholder Assessment &amp; Financial Planning</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>10/6</td>
<td>Team Project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>10/11</td>
<td>Midterm exam review</td>
<td></td>
<td>• Peer Evaluation 1 due 10/14 11:59 pm</td>
</tr>
<tr>
<td></td>
<td>10/13</td>
<td>Midterm Exam</td>
<td></td>
<td></td>
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</table>

## Module 3: Staging Experiences

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Required Readings</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>10/18</td>
<td>Staging Event Experiences/Experience Mapping</td>
<td>Welcome to the Experience Economy</td>
<td>• RAQ 3 due in class (10/18)</td>
</tr>
<tr>
<td></td>
<td>10/20</td>
<td>Team Project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>10/25</td>
<td>Experience Co-Creation</td>
<td></td>
<td>• Team Project Checkpoint 2 due 10/28 11:59 pm</td>
</tr>
<tr>
<td></td>
<td>10/27</td>
<td>Team Project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week</td>
<td>Date</td>
<td>Activity</td>
<td>Notes</td>
<td></td>
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<tr>
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<td>----------------------------------------------</td>
<td>------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>11/1</td>
<td>Risk Management &amp; Case Study</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>11/3</td>
<td>Team Project</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Module 4: Team Project Prep & Presentation**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Activity</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>11/8</td>
<td>Team Project</td>
<td></td>
</tr>
<tr>
<td></td>
<td>11/10</td>
<td>UNT HTM Alumni Event</td>
<td>• Team Project Report due by 11/11 11:59 pm</td>
</tr>
<tr>
<td>12</td>
<td>11/15</td>
<td>Team Project Presentation</td>
<td>• Team Project Presentation due in class (11/15 &amp; 17)</td>
</tr>
<tr>
<td></td>
<td>11/17</td>
<td>Team Project Presentation</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>11/22</td>
<td>Guest Speaker Lisa Dalton, City of Grapevine &amp; Amy Kinkade, City of Irving</td>
<td>• Guest Speaking Session Attendance due in class (11/22)</td>
</tr>
<tr>
<td></td>
<td>11/24</td>
<td>Thanksgiving Break (No Class)</td>
<td></td>
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</tbody>
</table>

**Module 5: Future in the Event Industry**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Activity</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>11/29</td>
<td>Event Sustainability</td>
<td>• Event Production Practice Report due 12/2 11:59 pm</td>
</tr>
<tr>
<td></td>
<td>12/1</td>
<td>Entertainment Event Technology</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>12/6</td>
<td>Final Exam Review</td>
<td>• Peer Evaluation 2 due 12/9 11:59 pm</td>
</tr>
<tr>
<td></td>
<td>12/8</td>
<td>Course Conclusion</td>
<td>• SPOT Evaluation due 12/9 11:59 pm (extra credits, 5 points)</td>
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<tr>
<td>16</td>
<td>12/10-16</td>
<td>Final Exam</td>
<td>Final Exam due 12/15 1:30-3:30 pm</td>
</tr>
</tbody>
</table>

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