

LSC Use Only Proposal No: _____ UWUCC Use Only Proposal No: 14-060
 LSC Action-Date: _____ UWUCC Action-Date: AP-9/10/14 Senate Action Date: App 10/7/14

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Proposing Department/Unit Hospitality Management	Phone 724-357-2626

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

New Course Course Prefix Change Course Deletion
 Course Revision Course Number and/or Title Change Catalog Description Change

Current course prefix, number and full title: HOSP 275 Festival Management

Proposed course prefix, number and full title, if changing: _____

2. Liberal Studies Course Designations, as appropriate
 This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

Learning Skills Knowledge Area Global and Multicultural Awareness Writing Across the Curriculum (W Course)
 Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)

Global Citizenship Information Literacy Oral Communication
 Quantitative Reasoning Scientific Literacy Technological Literacy

3. Other Designations, as appropriate

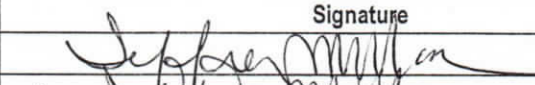

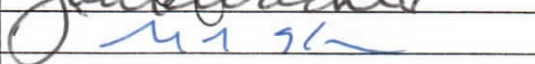

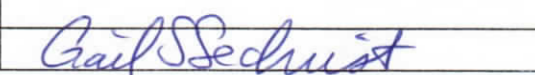
Honors College Course Other: (e.g. Women's Studies, Pan African)

4. Program Proposals

Catalog Description Change Program Revision Program Title Change New Track
 New Degree Program New Minor Program Liberal Studies Requirement Changes Other

Current program name: _____

Proposed program name, if changing: _____

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)		<u>4-15-14</u>
Department Chairperson(s)		<u>4-15-14</u>
College Curriculum Committee Chair		<u>6-10-14</u>
College Dean		<u>9-4-14</u>
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs		<u>9/17/14</u>

 
 SEP 17 2014 SEP 9 2014
 Liberal Studies Liberal Studies

I. Catalog Description

HOSP 275 Festival Management

3 class hours
0 lab hours
3 credits
(3c-01-3cr)

Examines the international, regional, and local perspective of festivals and festival event management. Examines and evaluates management, marketing, financial, and operational considerations together with strategies necessary to ensure viable festivals.

II. Course Outcomes

Students will be able to

1. Examine the social, political, economic, environmental, and technological issues associated with festivals and festival management and explore their impact on the host community.
2. Recognize the significance of the festival event industry as part of the overall tourism policy of a nation, region, city, or town.
3. Identify policy and planning implications in managing festivals.
4. Explore and evaluate the business and management factors to be considered in the successful organization of a festival.
5. Identify the key stages of festivals and festival management.
6. Outline major festival planning techniques.
7. Describe the knowledge requirements of festival event managers.
8. Explore career opportunities in festival management.

III. Course Outline

A. What are Festivals? (2 hours)

1. Introduction to Festival and Festival Management
2. Festivals as Benchmarks
3. Modern and Historical Traditions of American Celebrations
4. Birth of the Festival Industry
5. Types of Festivals
6. The MICE (Meetings, Incentives, Convention, Exposition) Industry

7. The Consolidation of the Festival Industry
- B. Impact of Festivals (2 hours)
 1. Balancing of Impacts of Festivals
 2. Types of Impacts
 - a. Social and Cultural Impacts
 - b. Physical and Environmental Impacts
 - c. Political Impacts
 - d. Tourism and Economic Impacts
- C. Conceptualizing the Festival (2 hours)
 1. Stakeholders and Their Role in the Festival
 - a. The Host Organizations
 - b. The Host Community
 - c. Sponsors
 - d. Media
 - e. Co-Workers
 - f. Participants and Spectators
 2. Developing the Festival Concept
 - a. Current Technologies
 - b. Strategies for Success
- D. Economic Analysis of Festivals (2 hours)
 1. Government Involvement in Festivals
 2. Importance of the “Festival Multiplier”
 3. Measuring the Economic Impact of Festivals
 4. Issues in Identifying Festival Expenditures
 5. Examples of Economic Impact on recent American and International Festivals and Special Events
 6. Predictive Models for Forecasting the Impacts of Festivals
- E. The Planning Function (2 hours)
 1. What is Festival Planning?
 2. Elements of the Festival Planning Process
 3. Festivals and the Strategic Management Process
 4. Elements of the Strategic Festival Planning Process
 5. The Organizational Structure of Festivals
- F. Human Resource Management and Festivals (2 hours)
 1. Considerations Associated with Human Resource Planning for Festivals
 2. The Human Resource Planning Process for Festivals
 3. Motivating Staff and Volunteers
 4. Techniques for Effective Staff and Volunteer Team Building
 5. Specific Human Resource Legal Issues and Festival Management

- G. The Marketing of Festivals (3 hours)
1. What is Festival Marketing?
 2. The Festival Marketing Mix
 - a. The Festival Customer
 - i. Target Market Segmentation
 - ii. Demographics
 - iii. Psychographics
 - b. Product Planning
 - c. Promotion of the Festival
 - d. Place Considerations
 - e. Pricing the Festival
 3. Festival Market Research
 4. The Festival Marketing Plan

- H. Strategic Marketing of Festivals (2 hours)
1. What is Strategic Festival Marketing?
 2. The Strategic Marketing Steps
 - a. The Mission Statement
 - b. Objectives
 - c. C-Pest Analysis
 - d. SWOT Analysis
 - e. Target Market
 - f. Festival Marketing Strategy
 - g. Festival Marketing Mix
 - h. The Final Festival Marketing Plan

Exam One (1 hour)

- I. Sponsorship of Festivals (3 hours)
1. What is Festival Sponsorship?
 2. Environmental Factors Influencing Sponsorship Use
 3. Attributes of Sponsorship as a Promotional Medium
 4. The Sponsorship Screening Process
 5. When Should a Festival Seek Sponsorship?
 6. The Value of Sponsorship Policy
 7. Identifying Appropriate Sponsors
 8. The Sponsorship Proposal
 9. Presentations, Negotiations, and Contracts
 10. Constructing a Sponsorship Business Plan
 11. Making Sponsorship Work

- J. Controls and Budgets (2 hours)
1. The Importance of Festival Controls
 2. Elements and Categories of Festival Controls
 3. Current Control Methodologies
 - a. The Budget

- i. Construction of the Budget
 - ii. Factors Affecting Viability
 - b. Cash Flow
 - i. Cash Flow Analysis
 - ii. Problems with Cash Flow and Festivals
 - c. Costing
 - i. Line Item Analysis
 - ii. Requisite Determination of Expenditures
- 4. Tips on Reducing Festival Costs
- 5. Revenue Management
 - a. Methods to Increase Revenues
 - b. Tracking Systems
 - c. Control Systems to Prevent Theft
- 6. Reports
 - a. Profit and Loss Reports
 - b. Balance Sheets
 - c. Ratio Analysis

K. Legal and Risk Management (2 hours)

- 1. Legal Issues Involved in Festival Implementation and Management
- 2. Contracts
 - a. Construction of a Festival Contract
 - b. Elements of Festival Contracts
 - c. Breach of Contract Examples
- 3. Trademarks and Logos
- 4. Duty of Care
 - a. Risk Management
 - b. Insurance and Insurance Carriers
- 5. Regulations, Licenses, and Permits
 - a. International
 - b. National
 - c. State
 - d. Local

L. Information Technology and Festivals (2 hours)

- 1. Recent Technological Developments in the Festival Industry
 - a. Digital Technology
 - b. Web-Enabled Festivals
- 2. Implementing a System
 - a. Considerations
 - b. Costs
 - c. Benefits
- 3. Festival Software
 - a. Types
 - b. Implementation Requirements
 - c. Training of Staff and Volunteers

M. Logistics (3 hours)

1. What Are Festival Logistical Systems?
2. Elements of a Logistical System
 - a. Supply of Facilities
 - b. On-Site Logistics
 - c. Shutdown
3. Techniques of Logistics Management
4. Negotiations and Assessment
5. Control of Festival Logistics
6. Evaluation of Logistics
7. The Festival Logistics Plan

N. Staging Festivals (4 hours)

1. Themes and Festival Design
2. Choice of Venue
3. Audience and Guests
4. The Stage
 - a. Power
 - b. Lights
 - c. Sound
 - d. AV and Special Effects
5. Props and Decoration
6. Catering
7. Performers
8. Crew
9. The Production Schedule
10. Recording the Festival
11. Contingencies and Catastrophes

O. Evaluation and Reporting (2 hours)

1. What is Festival Evaluation?
2. When to Evaluate Festivals
3. Reports to Stakeholders
4. Evaluation Process
 - a. Types of Evaluation Methods
 - b. How to Conduct Effective Evaluations
5. Measuring Visitor Expenditures
6. Media Mentoring and Evaluation
7. Festival Evaluation Reports and Profiles

P. Class Research Presentations (6 hours)

Final Exam -- During Final Exam Week (2 hours)

IV. Evaluation Methods

The final grade will be determined as follows:

- 40% Workshop Modules -- utilized to apply theoretical information to actual industry application.
- 35% Tests -- two test consisting of true/false, multiple choice, completion, and short-answer questions.
- 15% Research Paper -- students conduct research into a domestic or international festival.
- 10% Research Presentation -- in-class presentation on their research topic.

V. Grading Scale

Grading Scale:

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
< 60%	F

VI. Attendance Policy

Student learning is enhanced by regular attendance and participation in class discussion, therefore the instructor expects all students to attend class. The attendance policy for this class follows the Undergraduate Catalog Attendance Policy which is included in the Undergraduate Catalog.

VII. Required textbooks, supplemental books and readings

Allen, J., O'Toole, W., McDowell, I., and Harris, Robert. (2011). *Festival and Special Events Management 5th ed.* Milton, Queensland: Wiley.

VIII. Special resource requirements

None

IX. Bibliography

Fischer, A. (2013). *Sustainable Projections: Concepts in Film Festival Management*. London: St. Andrews.

Goldblatt, J. (2013). *Special Events: Creating and Sustaining a New World for Celebration*. New Jersey: Wiley.

Goldblatt, J. (2008). *Special Events: The Roots and Winks of Celebration*. New Jersey: Wiley.

Malouf, L. (2012). *Events Exposed: Managing and Designing Special Events*. New Jersey: Wiley.

O'Toole, W. (2011). *Events Feasibility and Development*. New Jersey: Wiley.

Preston, C. (2012). *Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions*. New Jersey: Wiley.

Course Analysis Questionnaire

Section A: Details of the Course

- A1 How does this course fit into the programs of the department? For what students is the course designed? (majors, students in other majors, liberal studies). Explain why this content cannot be incorporated into an existing course.

This course will be positioned as part of the curriculums' Special Events Management Track. Depth of course content does not enable content to be incorporated into existing courses.

- A2 Does this course require changes in the content of existing courses or requirements for a program? If catalog descriptions of other courses or department programs must be changed as a result of the adoption of this course, please submit as separate proposals all other changes in courses and/or program requirements.

This course does not require changes in the content of existing courses or requirements for a program.

- A3 Has this course ever been offered at IUP on a trial basis (e.g. as a special topic) If so, explain the details of the offering (semester/year and number of students).

This course was taught as a special topic course during the Spring 2014 semester

- A4 Is this course to be a dual-level course? If so, please note that the graduate approval occurs after the undergraduate.

This is not a dual-level course.

- A5 If this course may be taken for variable credit, what criteria will be used to relate the credits to the learning experience of each student? Who will make this determination and by what procedures?

This course will not be taught for variable credit.

- A6 Do other higher education institutions currently offer this course? If so, please list examples (institution, course title).

Bucks New University -- Event and Festival Management

University of Minnesota -- Festival and Event Management

North Carolina State University -- Festival and Event Management

- A7 Is the content, or are the skills, of the proposed course recommended or required by a professional society, accrediting authority, law or other external agency? If so, please provide documentation.

The content and skills of this course are not recommended or required by a professional society, accrediting authority, law, or external agency.

Section B: Interdisciplinary Implications

- B1** Will this course be taught by instructors from more than one department? If so, explain the teaching plan, its rationale, and how the team will adhere to the syllabus of record.

This course will not be taught by instructors from more than one department.

- B2** What is the relationship between the content of this course and the content of courses offered by other departments? Summarize your discussions (with other departments) concerning the proposed changes and indicate how any conflicts have been resolved. Please attach relevant memoranda from these departments that clarify their attitudes toward the proposed change(s).

There is no relationship between the content of this course and the content of courses offered by other departments.

- B3** Will this course be cross-listed with other departments? If so, please summarize the department representatives' discussions concerning the course and indicate how consistency will be maintained across departments.

This course will not be cross-listed with other departments.

Section C: Implementation

- C1 Are faculty resources adequate? If you are not requesting or have not been authorized to hire additional faculty, demonstrate how this course will fit into the schedule(s) of current faculty. What will be taught less frequently or in fewer sections to make this possible? Please specify how preparation and equated workload will be assigned for this course.

Faculty resources are adequate with the approved addition of one faculty position, to begin Fall 2014.

- C2 What other resources will be needed to teach this course and how adequate are the current resources? If not adequate, what plans exist for achieving adequacy? Reply in terms of the following:

- *Space
- *Equipment
- *Laboratory Supplies and other Consumable Goods
- *Library Materials
- *Travel Funds

No other resources are needed to teach this course.

- C3 Are any of the resources for this course funded by a grant? If so, what provisions have been made to continue support for this course once the grant has expired? (Attach letters of support from Dean, Provost, etc.)

No resources for this course are funded by a grant.

- C4 How frequently do you expect this course to be offered? Is this course particularly designed for or restricted to certain seasonal semesters?

This course will be offered every other academic year. This course is not designed for or is not restricted to certain seasonal semesters.

- C5 How many sections of this course do you anticipate offering in any single semester?

One course section per offered semester.

- C6 How many students do you plan to accommodate in a section of this course? What is the justification for this planned number of students?

Student enrollment will be 45, based upon the seating capacity of the anticipated classroom.

- C7 Does any professional society recommend enrollment limits or parameters for a course of this nature? If they do, please quote from the appropriate documents.

No professional society recommends enrollment limits or parameters.

C8 If this course is a distance education course, see the Implementation of Distance Education Agreement and the Undergraduate Distance Education Review Form in Appendix D and respond to the questions listed.

This is not a distance education course.

Section D: Miscellaneous

Include any additional information valuable to those reviewing this new course proposal.

No additional information is necessary.