**Marshall University**

**Syllabus**

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| Course Title/Number  | **CMM 480 Large Event Planning** |
| Semester/Year | Spring 2013 |
| Days/Time | TTR 2:00 – 3:15 |
| Location | SH 263 |
| Instructor | Danny Ray |
| Office | SH 270 |
| Phone | 304-696-5293 |
| E-Mail | ray102@marshall.edu |
| Office/Hours |  |
| University Policies | By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy be going to [www.marshall.edu/academic-affairs](http://www.marshall.edu/academic-affairs) and clicking on “Marshall University Policies.” Or, you can access the policies directly by going to <http://www.marshall.edu/academic-affairs/?page_id=802> Academic Dishonesty/ Excused Absence Policy for Undergraduates/ Computing Services Acceptable Use/ Inclement Weather/ Dead Week/ Students with Disabilities/ Academic Forgiveness/ Academic Probation and Suspension/ Academic Rights and Responsibilities of Students/ Affirmative Action/ Sexual Harassment  |

**Course Description: From Catalog**

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| COMM Lg Events This course will aid in the organization, planning and running of the 2013 NFA National speech and debate tournament on April 18-22, 2013. |

The table below shows the following relationships: How each student learning outcomes will be practiced and assessed in the course.

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| **Course Student Learning Outcomes**  | **How students will practice each outcome in this Course** | **How student achievement of each outcome will be assessed in this Course** |
| Students will develop an informed understanding planning a large event.  | Developing a marketing strategy to collect Ads from local businesses. Working closely with the Huntington Visitor and Convention Bureau | ParticipationAttendanceMeeting financial objection of ad salesReflection and analysis paper |
| Students will improve group communication skills | Group activities in classCollecting ad sales from local businesses | ParticipationAttendanceMeeting financial objection of ad salesReflection and analysis paper |
| Students will develop awareness and practical understanding of how to run a large communication event | Group discussionsParticipation in the 2013 NFA national tournament | ParticipationAttendanceMeeting financial objection of ad salesReflection and analysis paper |

**Required Texts, Additional Reading, and Other Materials**

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| No text required |

**Course Requirements / Due Dates**

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| April 18 – 22 NFA National Tournament  |

**Grading Policy**

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| A = 90 – 100% B = 80 – 89% C = 70 – 79% D = 60 – 69% F = 59% or lower  |

**Attendance Policy**

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| Roll will be taken every day and you are expected to be in class and on time. If you have any unforeseen circumstances that prevent you from attending then it is your responsibility to inform me *ahead of time* if at all possible. Tardiness will not be tolerated. A student is considered tardy if they enter the classroom after roll has been taken. Every two tardies will count towards an unexcused absence.  |

**Class Participation and Punctuality:**

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| In order to meet the objectives of the course, you will need to arrive at each class on time. All students must attend and perform all assigned tasks before and at the 2013 NFA National Tournament. University excused absences will be provided for you for April 18-22, 2013.  |

**Make-up Work**

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| It is expected that you will turn in all work by the due date. Students must be available during the national tournament for the entire time. There will be NO EXCEPTIONS made for anyone to miss any portion of any day of the tournament.  |

**Assessment**

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| Student assessment will be based on attendance in class, participation in all aspects of preparation, attendance and performance at nationals, and a 4-5 page reflection and analysis essay. |

**Course Schedule**

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| Week | Date | Readings |
| Week 1 | January 14 | Introduction |
| January 16 | Ballot organization |
| Week 2 | January 21 | *Martin Luther King, Jr. Day*  |
| January 23 | Ballot organization |
| Week 3 | January 28 | Ballot organization, check for volunteers from Greek orgs |
| January 30 | Ballot organization, deadline for advertising proposal |
| Week 4 | February 4 | Ad sales |
| February 6 | Ad sales |
| Week 5 | February 11 | Ad sales |
| February 13 | Ad sales |
| Week 6 | February 18 | Ad sales |
| February 20 | Ad sales |
| Week 7 | February 25 | Ad sales |
| February 27 | Ad sales |
| Week 8 | March 4 | Check rooms |
| March 6 | Check rooms |
| Week 9 | March 11 | Check rooms |
| March 13 | Check rooms |
| Week 10 | March 18 | Posters |
|  | March 20 | Posters |
| Week 11 | March 25 | Posters |
| March 27 | Posters |
| Week 12 | April 1 | TBA |
| April 3 | TBA |
| Week 13 | April 8 | TBA |
| April 10 | TBA |
| Week 14 | April 15 | Signs identifying campus buildings / Signs on classrooms |
| April 17 | TBA |
| April 18 | Nationals  |
| April 19 | Nationals  |
| April 20 | Nationals  |
| Week 15 | April 21 | Nationals  |
| April 22 | Nationals  |
| April 24 | *No class* |
| Week 16 | April 29 | TBA |
| May 3 | Final reflection and analysis paper due |

**Course Assessments**

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| **Assignment** | **Description** | **Points** |
| Reflection and Analysis Essay (2) | 4-5 pages; double spaced using APA style formatting which reflects one or more concepts from the required readings.#1 - Choose any episode of any reality television series.#2 Select a film that portrays some aspect of a culture different than your own. | 100 each |
| Article Summary (2) | Choose an article from the selected readings that are posted on Blackboard and write a 500 word summary which reflects the main concepts of the chosen article. | 50 each |
| Performance Experience | With prior instructor approval, form a group; select an appropriate text which demonstrates a social or cultural ritual or theatrical representation of an appropriate subject. The goal is to experience the complex process of living language and to enact it as true to the intended context. This project must include a printed performance plan, 2-3 pages, describing the specific purpose of your performance. Each member of the performance group will be required to provide feedback on the productivity of the group and participation of each of the group’s members. 1/3 of the project’s grade will be based on each individual’s participation. | 150  |
| Performance Analysis | A careful analysis of an appropriate nature to the course of some ethnographic study or performance based text. It should include a literature review of current trends in performance theory and a criticism of the chosen work. | 150 |
| Exams | There will be two exams, one mid-term, and one final which will include short answer, matching, multiple choice questions which will cover the assigned readings from the two required texts and any articles that were included in the assigned reading. The final exam will be comprehensive. | 100 each |
| Class Preparation and Participation | Careful reading of assigned texts and supplemental articles, and active participation in class discussion and exercises. “Active participation” means expressing your ideas and opinions, respecting the ideas and opinions of others, arriving on time and staying through the class. | 50 |