

# EVENT AND ENTERTAINMENT MANAGEMENT

## Academic Standards

Course Code: 5475

### CREATE MAGIC AND MEMORIES...Event and Entertainment

**Management** familiarizes students with management techniques and strategies for successful planning, promotion, and implementation of special events that result in extraordinary and memorable experiences. Students will learn the basics about what it takes to add the “WOW factor” for customers whether the event is a sporting event, corporate event, family reunion, cruise, wedding, party, etc. Students will engage in project- and problem-based learning opportunities for event evaluation, direct observation of, and hands-on involvement in the planning and staging of special events. Students are encouraged to participate in extended learning experiences such as career and technical student organizations (FCCLA and/or DECA) and other leadership or extracurricular organizations to enhance their learning.

**Carnegie Units:** 1 unit

**(R43-234--Schools may award one unit of credit for an academic standards-based course that requires a minimum of 120 hours of instruction.)**

**National Certification:** TBD

**Recommended grade:** 10 – 12

**Recommended Maximum  
Class Size:** 24

**Prerequisites:** Introduction to Hospitality and Tourism Management

**Textbooks:** [www.mysctextbooks.com](http://www.mysctextbooks.com)

**Employment Opportunities:**

**Secondary Education:** steward, room service attendant, bell attendant, desk employee, bell captain, valet attendant, tour guide, resort scheduler, reservation and transportation ticket agents and travel clerks

**Postsecondary Education:** assistant housekeeping manager, assistant human resources director, employee relations manager, housekeeping manager, sales representative, social director, executive steward, resort supervisor, hospitality teacher, family and consumer sciences teacher

**Postgraduate Education:** corporate manager, director of sales and marketing, front office manager, general manager, human resources director, lodging manager, public relations director, hospitality professor

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### Standards Revision Committee:

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### **Field Review:**

Diedre Gamble

Culinary Arts

Hemingway Career and Technology Center

Hemingway, SC

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### PROGRAM LEARNING OUTCOMES: WORKPLACE READINESS SKILLS

#### PERSONAL QUALITIES AND PEOPLE SKILLS

1. **Positive Work Ethic:** Comes to work every day on time, is willing to take direction, and is motivated to accomplish the task at hand
2. **Integrity:** Abides by workplace policies and laws and demonstrates honesty and reliability
3. **Teamwork:** Contributes to the success of the team, assists others, and requests help when needed
4. **Self-Representation:** Dresses appropriately and uses language and manners suitable for the workplace
5. **Diversity Awareness:** Works well with all customers and coworkers
6. **Conflict Resolution:** Negotiates diplomatic solutions to interpersonal and workplace issues
7. **Creativity And Resourcefulness:** Contributes new ideas and works with initiative

#### PROFESSIONAL KNOWLEDGE AND SKILLS

8. **Speaking And Listening:** Follows directions and communicates effectively with customers and fellow employees
9. **Reading And Writing:** Reads and interprets workplace documents and writes clearly
10. **Critical Thinking And Problem Solving:** Analyzes and resolves problems that arise in completing assigned tasks
11. **Health And Safety:** Follows safety guidelines and manages personal health
12. **Organizations, Systems, and Climates:** Identifies "big picture" issues and his or her role in fulfilling the mission of the workplace
13. **Lifelong Learning:** Continually acquires new industry-related information and improves professional skills
14. **Job Acquisition And Advancement:** Prepares to apply for a job and to seek promotion
15. **Time, Task, And Resource Management:** Organizes and implements a productive plan of work
16. **Mathematics:** Uses mathematical reasoning to accomplish tasks
17. **Customer Service:** Identifies and addresses the needs of all customers, providing helpful, courteous, and knowledgeable service

#### TECHNOLOGY KNOWLEDGE AND SKILLS

18. **Job-Specific Technologies:** Selects and safely uses technological resources to accomplish work responsibilities in a productive manner
19. **Information Technology:** Uses computers, file management techniques, and software/programs effectively
20. **Internet Use And Security:** Uses the Internet appropriately for work
21. **Telecommunications:** Selects and uses appropriate devices, services, and applications

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### **A. ACADEMICS for ALIGNMENTS**

## **EVENT AND ENTERTAINMENT MANAGEMENT STANDARDS AND INDICATORS**

### **B. EVENTS AND ENTERTAINMENT SEGMENTS**

#### **B1. Differentiate between various event and entertainment segments.**

1. Identify various event and entertainment segments and their relationships.
2. Compare events in relation to budgets, size, and audience.

### **C. PLANNING AND PRODUCTION**

#### **C1. Analyze the fundamental purpose and basic organizational structure of events and entertainment options.**

1. Compare the working relationship and communication needed between departments, clients, service providers, or governmental agencies.
2. Manage event layout and design for events.
3. Explore the equipment, supplies, merchandise options, and technology used in events.
4. Examine the role of third party event coordinators.
5. Identify the forms and records necessary in event planning.
6. Prepare budgets and plans for various events.

### **D. FOOD AND BEVERAGE OPERATIONS**

#### **D1. Differentiate food and beverage operations in the event and entertainment industry.**

1. Examine food and beverage operations in various contexts.
2. Examine the equipment and supplies used in food and beverage operations.
3. Compare costs, pricing, market demands, and marketing strategies to manage profitability in food and beverage operations.
4. Explain the importance of proper sanitation in food and beverage operations.

### **E. MANAGEMENT SERVICES**

#### **E1. Evaluate management techniques that promote client or service provider satisfaction.**

1. Analyze required financial management skills in event and entertainment segments.
2. Explain required sales and marketing skills in event and entertainment segments.
3. Describe required human resource skills in event and entertainment segments.
4. Demonstrate required technology skills in event and entertainment segments.
5. Identify concepts and principles associated with exceptional customer service.
6. Evaluate the effectiveness of quality service.

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### **F. SAFETY AND SECURITY**

#### **F1. Assess common safety and security policies and procedures used in the event and entertainment industry.**

1. Examine the role of OSHA and DHEC regulations and standards.
2. Identify risk management policies, procedures, and practices to ensure efficiency, profitability, and success.
3. Analyze safety policies and procedures for different venues.
4. Identify effective protocol for emergency situations.
5. Identify legal implications involved in the event and entertainment industry.

### **G. TRENDS IN EVENT AND ENTERTAINMENT**

#### **G1. Critique current trends in the event and entertainment industry.**

1. Investigate current trends in the event and entertainment industry.
2. Evaluate the effects of current events on the event and entertainment industry.
3. Describe the impact of globalization on the event and entertainment industry.

### **H. EVENT AND ENTERTAINMENT CAREERS**

#### **H1. Evaluate career development and employability skills.**

1. Research career pathways within the event and entertainment management industry.
2. Identify education and training requirements for various careers/positions in event and entertainment management.
3. Exhibit personal traits to foster career advancement.
4. Analyze methods of addressing internal workplace- related issues.
5. Explain professional and workplace ethics and legal responsibilities.