

COURSE OUTLINE

CMGT-125

Special Events

3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

Special events is a combination of catering management and the planning and organizing of a scheduled event. Students will learn how to combine foodservice activities with planning an event or exposition. Topics discussed include menu planning for an event, understanding different special events, service planning, layout and design of the event, and coordination and management of the event from the inception phase to the follow-up section of the event. Students will plan an engage in a special event during the course of the semester. (3 hours weekly)

Overall Course Objectives

Upon completion of this course the student will be able to:

1. List and explain different social and professional events.
2. Discuss the basics of planning an event.
3. Analyze legal aspects of hosting an event.
4. Develop a master plan for a special event.
5. Develop promotional and marketing materials for a special event.
6. Include aspects of the role of social culture in event planning.
7. Develop a budget for hosting a special event.
8. Incorporate the elements of service within event planning activities.

Major Topics

- I. Event planning
- II. Service
- III. Events and contracts
- IV. Special event execution
- V. Careers in event management

Course Requirements

Full chef uniform will be required for all class sessions.

Grading/exams: Grading procedures will be determined by the individual faculty member, but will include exams, reports, evaluation of participation in special events, and team functioning.

Other Course Information

Course to be offered in a culinary lab (commercial kitchen) setting.