

Old Dominion University

College: Arts and Letters

Department: Communication and Theatre Arts

COMM 323: Leadership & Events Management

1 Meet the Professor

1.1 Instructor Contact Information

| | |
|--------------------------------|--|
| Name | Alison McCrowell Lietzenmayer |
| Office Hours | Announced weekly and also by appointment |
| Online Office Hours | connect.odu.edu/lietzoofficehours |
| Twitter | @Lietz_COMM |
| Skype | alison.lietzenmayer (by appointment) |
| Email Address(es) | alietzen@odu.edu |
| Google Voice: Telephone Number | (615) 543-8901 (or (615)-LIETZ01) |
| Communication Department | (757) 683-3828 |

1.2 Contact Policy

E-mail is preferred for scheduling phone conferences or online meetings.

1.3 About the Professor

Teaching and Education Background

MA Humanities: Emphasis in Communication, Old Dominion University, May 2004

BA Communication, Old Dominion University, December 2002

1.4 Teaching Philosophy

I believe that open, honest dialogue about relevant concepts, course related theories and personal experience make for a strong course curriculum. I expect students to communicate frequently, and make myself available via Skype, Adobe Connect or via e-mail as needed. I offer a variety of work to improve the writing and research capabilities of my students (in assignments like annotated bibliographies or critical analysis papers), and students can also expect to engage in small group discussions and present their ideas to the class for further discussion. Students appear to take ownership of their education when they are challenged to do more than show up, take notes, and turn in a paper at the end of the semester. I believe education requires collaboration and look forward to learning from my students in any course I instruct.

2 Student Help Resources

2.1 Online Student Orientation

<http://www.clt.odu.edu/oso>

2.2 Blackboard Support Website

<http://www.clt.odu.edu/bb>

2.3 Technical Support Center

<http://odu.edu/its>, itshelp@odu.edu, 757-683-3192

2.4 Study Guides Strategies

<http://www.studygs.net/>

2.5 Papers Citation Styles: MLA, APA, Chicago & CBE

<http://www.dianahacker.com/resdoc> and <http://owl.english.purdue.edu/owl/resource/560/01/>

3 Course Readings

3.1 Required Materials

Northouse, Peter G. (2015). *Leadership: Theory & Practice*. (7th ed). Sage Publications, CA.

Raj R., Walters, P., Rashid, T. (2013). *Events Management: Principles & Practice*. (2nd ed). Sage Publications, CA.

Bundled ISBN13: 9781506341958

Separate ISBN13 if needed:

Paperback ISBN: 9781446200735

Paperback ISBN: 9781483317533

Other Readings will be available through the ODU Library website or alternate online sources (lib.odu.edu)

4 Course Description

4.1 ODU Catalog Description

| | |
|-----------------------|--|
| Course Number | 323 |
| Section Number | <i>See LeoOnline</i> |
| Pre- or Co-requisites | Prerequisite: COMM 200S (or COMM 305 for Professional Communication majors) or permission of the instructor |
| Lecture Hours | 3 |
| Location | Web-Based |
| Credits | 3 |
| Official Description | Leadership & Events Management. Lecture 3 hours; 3 credits. The course covers the systematic process of organizational assessment from basic communication channels (verbal, printed, and electronic modes of communication), to interpersonal and group communication, to the management of events and staff. This course examines the importance of leadership roles within organizations in planning any event as well as the communication dynamics between management and those being supervised. |

5 Course Objectives and Expectations

5.1 Course Objectives

Upon completion of this course, students should be able too:

1. Relate course theory (from both leadership & events management) to the planning & delivery of the event.
2. Plan an event (with applicable contingencies) geared towards a specified group (client, organization, etc)
3. Compare and thoughtfully choose a leadership style to suit the needs of an event.
4. Produce written or mediated documentation at each stage of an event—Research, Design, Planning, Coordination, and Evaluation (to include coverage of logistical event needs, event coordination pre-launch, post-event evaluation and gain a foundational understanding of event marketing).

6 Teaching and Learning Methods

6.1 Delivery Method

Web-Based

6.2 Instructional Approach

Any changes to the syllabus, schedule, assignments or due dates will be made available to

students via announcements in class, announcements on the course management system, and e-mails from the Instructor. Technical difficulties are not an acceptable excuse for why you did not “know” about an assignment or an announcement made in class. I recommend trading phone numbers and e-mail information with at least one other student in the class. The student is advised to always keep a copy of assignments that are turned in via the course management system. Emailing writing assignments to the Instructor is a last resort, but sometimes necessary to be diligent in your attempts to turn in writing assignments via the course management system. The application of your class lecture notes & textbook will be required for successful completion of any written assignment. All citations should be APA formatted internally and in a 6th edition APA formatted Reference Page. Abstracts are NOT necessary, though students should clearly include the Honor Code, their name, UIN & Site on any submission in this course. (Please see Class Schedule for due dates).

| Assignments | Points Possible |
|---|------------------------|
| ePortfolio Related Work (4 parts, including peer discussion) | 200 |
| Quizzes (3 quizzes) | 100 |
| Midterm | 100 |
| Final Exam | 100 |

Exams will be offered online in the course management system; therefore it is your responsibility, as the student, to have a reliable Internet connection and a reasonably quiet place in which to take the exam.

6.3 Course Interaction

Discussion Board

Students can expect to utilize the course management system to complete Discussion Board posts, complete Group work, submission of any/all assignments and for all online examinations.

6.4 Feedback

Class Evaluation Form

http://www.clt.odu.edu/bb/tutorials/mid_course_fast_feedback/

Mid-semester Evaluation Form

http://www.clt.odu.edu/bb/tutorials/mid_course_fast_feedback/

Course Final Evaluation

http://www.odu.edu/oduhome/course_eval.shtml

7 Course Schedule

7.1 Course Schedule

| Module | Topics | Assignments |
|---------------|--|------------------------------|
| 1 | Course Introduction & Background Information for Class | |
| 2 | Introducing Leadership | Introduction Disc Board Post |
| 3 | Introducing Events Management | Part 1 Due |
| 4 | SWOT Analysis | Quiz 1 |
| 5 | Leadership Theory | Part 2 Due & Quiz 2 |
| 6 | MIDTERM | Complete Midterm |
| 7 | Events Assessment | |
| 8 | Events Marketing | Part 3 Due |

| | | |
|----|---|---------------------|
| | <i>(Extra Credit Opportunity Available)</i> | |
| 9 | Legacy of Events & Events Ethics | Quiz 3 & Part 4 Due |
| 10 | Course Summary & Final Exam | Take final exam |

Note: this schedule is tentative and might change during the semester according to how the course evolves. The content is subject to change as well, depending on students' progress.

8 Grading Criteria

8.1 Grading Criteria

Grades are an alpha-numeric assessment of your mastery of material throughout the course. I do not reconsider grades, unless you can demonstrate a mathematical error. Requests to round grades to the next higher level will also go unanswered. Your grade for the course is based solely on the work produced during the semester. Should you find that you are having trouble with the material it is your responsibility to contact the Instructor's Assistant or the Instructor to ask for help sooner rather than later. They are here to assist in your learning and are MORE than happy to do so. We will not respond to statements such as "I tried really hard" or "I'm having a hard semester." These are insignificant after the fact and show a lack of responsibility. Participating in class discussions online, asking questions, utilizing the out-of-class communication methods made available to you, reviewing feedback from Instructors and thorough studying will practically ensure success in this course.

You will simply divide the posts you earn by the total points possible. For example, $400/500 = 80\%$ B- or $465/500 = 93\%$ A. This should allow for you to easily calculate where you stand throughout the semester. Please see below for the letter equivalent to your final numerical grade.

GRADE SCALE

| FINAL Numerical Grade | Letter Grade | Grade Points |
|-----------------------|--------------|--------------|
| 93-100 | A | 4.00 |
| 90-92.9 | A- | 3.70 |
| 87-89.9 | B+ | 3.30 |
| 83-86.9 | B | 3.00 |
| 80-82.9 | B- | 2.70 |
| 77-79.9 | C+ | 2.30 |
| 73-76.9 | C | 2.00 |
| 70-72.9 | C- | 1.70 |
| 67-69.9 | D+ | 1.30 |
| 63-66.9 | D | 1.00 |
| 60-62.9 | D- | 0.70 |
| Below 60 | F | 0.00 |

NOTE (Department Policy): All COMMUNICATION Majors/Minors Must Earn a Grade of "C" or Better.

DISCUSSING A GRADE

You are encouraged to contact the Instructor and Instructor's Assistant throughout the semester as your work progresses so that we may provide guidance when possible. In the event that you would like to discuss a grade that you have earned, please follow the following procedures:

Wait 24 hours after receiving an evaluation before contacting the Instructor or Instructor Assistant with a concern. If, after thoroughly reviewing the comments and the course/assignment criteria, you feel a discussion is warranted, schedule a meeting with the Instructor or Instructor Assistant no later than one week after you receive that grade. (It is expected that these meetings would be conducted over the phone for any Distance student). At least 24 hours before the scheduled meeting, electronically submit a letter addressing 1)

what you would like to discuss in the meeting and 2) the ways in which your work achieved all the assignment criteria. Arrive at the meeting ready to discuss your evaluation in a reasonable manner. Evaluation periods and assignment deadlines are fixed. Documented illnesses, deaths in the family, car accidents, or other traumatic occurrences call for flexibility and good judgment on the part of the student and instructor. These situations are rare and are handled on case-by-case bases. If you are unable to take an exam, you must contact the Instructor AS SOON AS POSSIBLE. Contacting the instructor after the fact is not acceptable. You are ultimately responsible for all lectures, readings, assignments, and in and out of class activities when you are absent. If you have a circumstance that will prevent you from completing assignments or taking tests for an extended amount of time, you will need to contact Student Services at 757-683-3442. Student Services will evaluate your situation and act on your behalf if necessary. If you have a circumstance that will prevent you from completing assignments or taking tests for an extended amount of time, you will need to contact Stella Mims in Student Services at 683-3442. Student Services will evaluate your situation and act on your behalf if necessary.

9 Student Responsibilities

9.1 Time Management

Provide lead-time for yourself so that you are not pressed for time at the last minute. The circumstances leading to these choices indicate a lack of responsibility and/or poor judgment on the part of the student.

9.2 Understanding the Syllabus Requirements

NOTE: Any student taking this class for Grade Forgiveness (or a second time for any reason) is expected to produce new and relevant course material for this particular semester. You may not re-submit materials prepared for a different semester, regardless of the instructor. By attending the second class of this term I will understand that to mean you agree to put forth your best effort in this class and that you further understand the requirements of this course and expectations of the instructor.

10 Course Policies

10.1 Attendance

It is expected that students will have completed the assignments, read the assigned chapters and reviewed the assigned module materials (lecture notes, videos, etc.) by the due dates outlined in the class schedule. As your instructor, I will do my best to provide feedback within 7-10 days of an assignment being turned in-- this is based on our shared workload, and the timeliness of your submissions. Unless otherwise stated, assignments are due via the course management system as a Word document according to the Class Schedule. As many of you know, the course management system is not compatible with certain system so please verify that you are using a Word document for your written assignments and submitting them via Mozilla Firefox or an earlier version of Internet Explorer. At this time I am unaware of any compatibility problems with Safari for Mac users. The same technical requirement is necessary for taking online exams, and this will be covered in class prior to the first exam. There will be penalties for any late work. The penalties are as follows: 10% off for each day an assignment is late; nothing will be accepted after 7 days without formal documentation through Student Services. Please note that "day" means "calendar day" (i.e. weekends count). The instructor reserves the right to refuse to accept any assignments that are not handed in on time.

10.2 Tests and Make-ups

Make-up exams or assignments are only allowed within the given 1-week time period stated above and with formal documentation from a physician or Student Services as required by the Instructor. Students should be in contact with the instructor AND S.O.S. within 5 business days if they have missed any assignment or exam. Student Ombudsperson Services cannot validate extended absences beyond that time frame. The instructor will penalize late material per her discretion and as warranted by the situation. In the case of a legitimate conflict, students may make arrangements to take an alternate test early. The instructor reserves the right to request documentation to approve such a request.

10.3 Course Disclaimer

Every attempt is made to provide a syllabus that is complete and that provides an accurate overview of the course. However, circumstances and events may make it necessary for the instructor to modify the syllabus during the semester. This may depend, in part, on the progress, needs, and experiences of the students.

11 University Policies

11.1 College Classroom Conduct

The following standards are intended to define acceptable classroom behavior that preserves academic integrity and ensures that students have optimum environmental conditions for effective learning.

1. Students must turn off cell phones and pagers during class or have them set to vibrate mode.
2. Classes are expected to begin on time, and students will respect the time boundaries established by the professor. If classroom doors are locked, students may not knock or seek entrance in other ways.
3. Students should notify instructors in advance when a class will be missed. In the event of an emergency that causes a class to be missed, instructors must be notified as soon as possible.
4. Instructors may require that cell phones and other electronic devices be left on their desks during tests or examinations.
5. Students must not engage in extraneous conversations during classes. Such acts are considered to be violations of the Code of Student Conduct.
6. Students will activate their Old Dominion email accounts and check them before each class. If the student chooses to have his/her messages forwarded to another account, it is the student's responsibility to take the necessary steps to have them forwarded.
7. Consumption of food and drink during class is prohibited, except when the professor has specifically approved of such acts.
8. Offensive language, gestures and the like are disrespectful and disruptive to the teaching-learning process. [http://studentservices.odu.edu/osja/ccc_pamphlet.pdf]

11.2 Cultural Diversity

Our aim in this class will be to offer regard for varied and diverse perspectives, all of which should add to and enhance our understanding of professional communication. We will hopefully have a desire to be participative in class, to offer praise and criticism in tactful fashions, and to foster class cohesion, celebrating our similarities and differences. Please examine the course schedule as soon as possible; should there be any specific circumstances that the instructor needs to be aware of, such as a need for special services or a religious holiday conflict, please provide such information immediately via email.

11.3 Honor Pledge

"I pledge to support the honor system of Old Dominion University. I will refrain from any form of academic dishonesty or deception, such as cheating or plagiarism. I am aware that as a member of the academic community, it is my responsibility to turn in all suspected violators of the honor system. I will report to Honor Council hearings if summoned." By attending Old Dominion University you have accepted the responsibility to abide by this code. This is an institutional policy approved by the Board of Visitors. For more information please visit Honor Council]

11.4 Special Needs

Students are encouraged to self-disclose disabilities that have been verified by the Office of Educational Accessibility by providing Accommodation Letters to their instructors early in the semester in order to start receiving accommodations. Accommodations will not be made until the Accommodation Letters are provided to instructors each semester.

Old Dominion University is committed to achieving equal educational opportunity and full participation for persons with disabilities. It is the university's policy that no qualified person be excluded from participation in any university program or activity, be denied the benefits of any university program or activity, or otherwise be subjected to discrimination with regard to any university program or activity. This policy derives from the university's commitment to non-

discrimination for all persons in employment, access to facilities, student programs, activities and services. You may view the policy online: Old Dominion University Policies and Procedures 4500 - Accommodation of Students with Disabilities (pdf). For additional information visit the Office of Educational Accessibility online or at 1525 Webb Center.

11.5 University Email Policy

The Old Dominion University e-mail system is the official electronic mail system for distributing course-related Communications, policies, Announcements and other information. In addition, the University e-mail user ID and password are necessary for authentication and access to numerous electronic resources (online courses, faculty Web pages, etc.) For more information about the policy, please visit: Electronic Messaging Policy for Official University Community Policy 3506 (pdf). For more information about student email, please visit <http://occs.odu.edu/accounts/studemail/>

11.6 Withdrawal

This syllabus constitutes an agreement between the student and the course instructor about course requirements. Participation in this course indicates your acceptance of its teaching focus, requirements, and policies. Please review the syllabus and the course requirements as soon as possible. If you believe that the nature of this course does not meet your interests, needs or expectations, if you are not prepared for the amount of work involved - or if you anticipate that the class meetings, assignment deadlines or abiding by the course policies will constitute an unacceptable hardship for you - you should drop the class by the drop/add deadline, which is located in the ODU Schedule of Classes. For more information, please visit the Office of the University Registrar.

11.7 Student Acknowledgement

I, _____, have completely read this syllabus and understand and agree to the course requirements.

(By staying registered for the class after week 1, I will expect that you have acknowledged the expectations, policies, and information outlined in this syllabus).

About Plagiarism: A Guide for College of Arts and Letters Students¹

What is plagiarism?

The ODU *Catalog* defines plagiarism as follows: “A student will have committed plagiarism if he or she reproduces someone else’s work without acknowledging its source; or if a source is cited which the student has not cited or used. Examples of plagiarism include: submitting a research paper obtained from a commercial research service, the Internet, or from another student as if it were original work; making simple changes to borrowed materials while leaving the organization, content, or phraseology intact; or copying material from a source, supplying proper documentation, but leaving out quotation marks. Plagiarism also occurs in a group project if one or more of the members of the group does none of the group’s work and participates in none of the group’s activities, but attempts to take credit for the work of the group.”

Hints for Avoiding Plagiarism:

- * *More than three words copied in sequence is plagiarism.* This is ordinarily a good yardstick to use when wondering whether or not quotes are appropriate; they are, if you are copying more than three words in sequence that are not part of a common phrase (e.g. “up-to-date”).
- * *One source is not “common knowledge.”* Common knowledge does not require citation. But something is not common knowledge if you have found just one source for the information.
- * *When in doubt, cite!* If you have any doubt about whether or not to cite a source, err on the side of making the attribution.
- * *If your co-author sounds surprisingly eloquent, make sure the contribution is his/her own.* We often work in groups and co-author papers and projects. You should ask the question of your co-author if you doubt the work is his/her own. In group work, you are responsible for the project/paper in its entirety.
- * *Look away.* When you are writing, do not have open books or papers in front of you as you type. Read your sources, and then put what you have read into your own words.
- * *Writing is hard work.* Paraphrasing is relatively easy, writing is hard. Learning to be a good writer is part of what your college education is about. Staring at an empty screen does become less daunting over time!
- * *Just because it’s on the Internet, doesn’t mean it’s yours.* The Internet is a fantastic resource and search engines are terrific research tools. But what you find on the Internet was written by someone. You must cite Internet web sites, and if you use a quote, use appropriate quotation procedures.
- * *Paraphrasing is more than changing a verb tense or reordering a list.* Essentially, paraphrasing is used to summarize another author’s text. A paraphrased passage must be cited.
- * *Use a Style Guide.* Purchase a style guide and refer to it. Your instructor may suggest one that is specific to an academic discipline. You may also ask a reference librarian for recommendations.

The High Cost of Plagiarism

Plagiarism can ruin your reputation and cost you your professional career, along with the respect of your peers and family. Plagiarism at Old Dominion University is an act of academic dishonesty that has serious consequences. Note that plagiarism is specifically covered in the ODU Honor Pledge. Refer to your course syllabus and the Student *Handbook* and the Office of Student Affairs for details about sanctions and penalties for this behavior.

07/16/08

¹ This information is adapted from a guide developed by Old Dominion University’s College of Business and Public Administration.

