



UNIVERSITI TEKNOLOGI MARA

COM363: PROFESSIONAL PROJECT

Course Name (English)	PROFESSIONAL PROJECT APPROVED
Course Code	COM363
MQF Credit	4
Course Description	This course introduces the principles and procedures involved in managing an event. It gives emphasis to the importance of planning and managing events in an efficient and professional manner. The students will be taught the principles of planning, designing, communicating and organizing an event project. The class operates as event management team and the students are expected to act in one team to run an event professionally.
Transferable Skills	Able to practice communication skills through teamwork and leadership skills on various forms of media in professional setting with basic required technical skills. Able to organize an event professionally through practical and technical experiences for media industries.
Teaching Methodologies	Lectures, Discussion, Presentation, Supervision
CLO	CLO1 Organize a systematic event's skills in communication and media industry CLO2 Propose effective planning and solution on issues in communication and media industry. CLO3 Comply a systematic managerial and entrepreneurial process in communication and media industry.
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Introduction to Event Management 1.1) 1.1 Definition of Event 1.2) 1.2 Types of Event 1.3) 1.3 Event Setting and Challenges	
2. 2. The Event Concept 2.1) 2.1 Environmental Scanning and SWOT Analysis 2.2) 2.2 Life Cycle of Event 2.3) 2.3 Plan and Develop Event Concept 2.4) 2.4 Event Proposal	
3. 3. Event Stakeholders and Partnership I 3.1) 3.1 Identifying Stakeholder 3.2) 3.2 Identifying Partnership	
4. 4. Event Stakeholders and Partnership II 4.1) 4.1 The Government 4.2) 4.2 Associations 4.3) 4.3 The Media 4.4) 4.4 The Community 4.5) 4.5 Sponsors 4.6) 4.6 Participants 4.7) 4.7 Caterers 4.8) 4.8 Venue Provider 4.9) 4.9 Accommodation Provider 4.10) 4.10 Legal and Finance Personnel 4.11) 4.11 Production 4.12) 4.12 Local Trade 4.13) 4.13 Transportation Provider	

5. 5. Event Planning I 5.1) 5.1 Feasibility Study 5.2) 5.2 Gantt Chart
6. 6. Event Planning II 6.1) 6.1 Risk Audit
7. 7. Event Logistic 7.1) 7.1 Logistics 7.2) 7.1.1 Destination and Venue 7.3) 7.1.2 Physical Capacity 7.4) 7.1.3 Impact Assessment 7.5) 7.1.4 Infrastructure 7.6) 7.1.5 Transportation 7.7) 7.1.6 Financial Management
8. 8. Integrated Marketing Communications in Event I 8.1) 8.1 Integrated Marketing Communications approach to Event Management 8.2) 8.2 Motives for Event Participation
9. 9. Integrated Marketing Communications in Event II 9.1) 9.1 Marketing, Public Relations and Advertising 9.2) 9.2 Integrated Marketing Communications in Social Media
10. 10. Staging and Managing Events 10.1) 10.1 Managing Event Theme 10.2) 10.2 Legal Compliance and Safety Management
11. 11. Event Project 11.1) 11.1 Rehearsal 11.2) 11.2 Event Project
12. 12. Event Shutdown 12.1) 12.1 Event Post Mortem
13. 13. Research and Evaluation I 13.1) 13.1 Event Evaluation Process 13.2) 13.2 Social Impact
14. 14. Research and Evaluation II 14.1) 14.1 Event Report Writing

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Write an event proposal	30%	CLO2
	Final Project	Organize an event	50%	CLO1
	Group Project	Peer review evaluation and Industry review evaluation	20%	CLO3
Reading List	Recommended Text	<ul style="list-style-type: none"> • McCartney, Glenn 2010, <i>Event Management: An Asian Perspective</i>, 2016 Ed., McGraw Hill Education United Kingdom 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	<ul style="list-style-type: none"> • Book Chris, R. 2014, <i>Event management: Critical perspectives on business and management.</i> , Routledge, Milton Park, Abingdon, Oxon • Book Derrett, Rosalyn M 2015, <i>The complete guide to creating enduring festivals</i> , Wiley, Hoboken, New Jersey • Book Ferdinand, Nicole and Kitchin, Paul J. 2017, <i>Events Management an International Approach</i> , Sage, Great Britain • Book Thomas J. Aicher 2016, <i>Sport facility and event management</i>, Newland Publication • Book Thomas J. Aicher, Amanda L. Paule-Koba and Brianna L. Burlington 2016, <i>Sports Facility and Event Management</i>, Newland Publication 			