



EQN*2070 Equine Event Management II

Winter 2019

Section(s): C01

Department of Animal Biosciences

Credit Weight: 0.50

Version 1.00 - January 03, 2019

1 Course Details

1.1 Calendar Description

This course will further develop the skills required to organize equine events, such as horse shows and clinics. Major topics include regional impact, marketing and budgeting. Required activities outside of regularly scheduled class hours will be assigned. Students will assist in the planning and staging of equine events either on or off campus.

Pre-Requisite(s): EQN*2060

Restriction(s): EQN*1070 Registration in BBRM.EQM

1.2 Course Description

This course will further develop the skills required to organize equine events, such as horse shows and clinics. Major topics include regional impact, marketing and budgeting. Required activities outside of regularly scheduled class hours will be assigned. Students will assist in the planning and staging of equine events either on or off campus.

1.3 Timetable

Lectures: T 11:30-12:20pm; ANNU 102

Lab: Th 2:30 - 5:20 pm; ANNU 102

Timetable is subject to change. Please see WebAdvisor for the latest information.

1.4 Final Exam

There is no final exam in this course

2 Instructional Support

2.1 Instructional Support Team

Instructor: Katrina Merkies
Email: kmerkies@uoguelph.ca
Telephone: +1-519-824-4120 x54707
Office: ANNU 249
Office Hours: By chance or appointment

2.2 Teaching Assistant(s)

Undergraduate Teaching Assistant: Julia Alebrand
Email: jalebran@uoguelph.ca
Office Hours: Arrange student meetings via email.

3 Learning Resources

3.1 Required Resource(s)

Required Texts (Textbook)
None

3.2 Recommended Resource(s)

Recommended Texts (Textbook)

Equestrian Canada Rulebooks

FEI Rulebook

EQN*2060 course notes and assignments

3.3 Additional Resource(s)

Lab Manual (Lab Manual)

None

3.4 Other Resources

All course material and grades available on Courselink. Binders of past events are available for students to consult.

Information relevant to equine courses is available on the [University of Guelph LibGuides](#).

3.4 Field Trip

N/A

3.4 Additional Costs

N/A

4 Learning Outcomes

4.1 Course Learning Outcomes

By the end of this course, you should be able to:

1. Specific Learning Outcomes:

1. plan and administrate small to large-scale equestrian events

2. minimize environmental impacts
3. prepare a financial budget
4. develop a marketing plan for an equestrian event
5. coordinate media relations
6. communicate with sponsors, competitors, judges, press and public
7. know legal risks and emergency procedures
8. utilize project management software

5 Teaching and Learning Activities

5.1 Lecture

Topic(s):

DATE	LECTURES
Jan 8	Introduction and sign-up for projects for the semester
Jan 15	Managing teams of Professionals
Jan 22	Project management planning (software)
Jan 29	Public speaking – Master of ceremonies. PA systems. Sound, lighting, AV
Feb 5	Understanding stakeholders. Engaging the community, tourism – the event as a destination attraction.
Feb 12	Preparing a successful event bid
Feb 19	<i>Reading week – no classes</i>

Feb 26	Environmental impact of events
Mar 5	Event legacies
Mar 12	Enterprise budget
Mar 19	Role of the secretary
Mar 26	Traffic and biosecurity
Apr 2	Group Meetings – work on your horse show project

5.2 Lab

Topic(s):

DATE	LABS
Jan 10	Profile of an event manager. Personnel and responsibilities of event staff. Group Meetings – ECN
Jan 17	Site selection, date selection, schedules, competition Sub-committee reports. Group Meetings – ECN
Jan 24	EC and FEI rules; forms and permits Sub-committee reports. Group Meetings – ECN
Jan 31	Officials, contracts, vendors, exhibitors

	Sub-committee reports. Group Meetings – ECN
Feb 7	Sub-committee reports. Group meetings – ECN
Feb 14	Sub-committee reports. Group meetings – ECN
Feb 21	<i>Reading week – no classes</i>
Feb 28	Sub-committee reports. Group meetings – ECN
Mar 7	Sub-committee reports. Group meetings – ECN. Prep for Career Night CAREER NIGHT 7-9pm
Mar 14	Review of Career Night Group Meetings – work on your horse show project
Mar 21	Prize lists, entry forms. Awards and trophies Group Meetings – work on your horse show project
Mar 28	Disciplines, course design, show planning – dressage, H/J How to be a scribe, jump judge Group Meetings – work on your horse show

Apr 4	Disciplines, course design, show planning – western, driving Group Meetings – work on your horse show project
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6 Assessments

6.1 Assessment Details

Course Assignments and Tests (0%)

Assignment or Test	Due Date	Contribution to Final Mark (%)	Learning Outcomes Assessed
ISES blog 1	Jan 21	6%	5,6
ISES blog 2	Feb 25	6%	5,6
CN exhibitor contact	Feb 28	5%	1,6,8
CN sub-committee reports	Thursdays Jan 17-Mar 7	21% <i>2% each written = 14%</i> <i>1% each oral = 7%</i>	1-8
CN self-assessment	Mar 14	4%	1-8
CN individual contribution (assessed by instructors)	*	10%	1-8
Horse show assignment		40%	1-8
Introduction & timeline	Jan 17		4%

Organizing committee and promotions	Jan 24	4%	
Site selection and rentals	Jan 31	4%	
EC forms	Feb 7	4%	
Manpower & sponsorship	Feb 14	4%	
Contracts & hospitality	Feb 28	4%	
Risk management	Mar 14	4%	
Prize list, stabling, awards	Mar 28	4%	
Budget, secretarial, course design, signage	Apr 4	4%	
Final project	Apr 12	4%	
HS self and peer group assessment	Apr 4	8%	1-8

Additional Notes (if required):

N/A.

Final examination date and time:

No final exam.

Final exam weighting:

N/A.

7 Course Statements

7.1 Grading Policies

Grading Policies

The assignment of grades is based on the clearly defined standards published in the Undergraduate Calendar as follows:

- **80 - 100 (A) Excellent.** An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
- **70 - 79 (B) Good.** A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
- **60 - 69 (C) Acceptable.** An adequate performance in which the student

demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.

- **50 - 59 (D)** Minimally Acceptable. A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
- **0 - 49 (F) Fail.** An inadequate performance

Evaluation criteria used gives a measure quality of performance and not merely activity, including consideration of the student's ability to use correctly and effectively the language appropriate to the assignment. Assignments must be submitted electronically via CourseLink unless otherwise noted. Due dates and times are explicitly stated in the assignment information. Assignments are graded by rubrics, which are available on CourseLink.

Missed Assessments & Classes: Alternate assessments will be offered only to students with documented medical, psychological, or compassionate reasons for missing a scheduled assessment [see Academic Consideration]. It is the student's responsibility to obtain notes/ learning materials from a missed class. Late assignments without the aforementioned documentation will be accepted with a penalty of 20% per day, up to a maximum of three days late. Assignments submitted later than 3 days will not be accepted and will result in a zero grade.

7.2 Course Policy on Group Work

Assignments are expected to be individual work unless otherwise noted, and are graded as such. However, this course contains a large proportion of group work. All group members will receive the same grade for group work assignments unless otherwise approved by the Instructor. Any problems associated with group work should be brought to the attention of the instructor as soon as possible.

7.3 Course Policy regarding use of electronic devices and recording of

Lectures

Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

8 University Statements

8.1 Email Communication

As per university regulations, all students are required to check their e-mail account regularly: e-mail is the official route of communication between the University and its students.

8.2 When You Cannot Meet a Course Requirement

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons please advise the course instructor (or designated person, such as a teaching assistant) in writing, with your name, id#, and e-mail contact. The grounds for Academic Consideration are detailed in the Undergraduate and Graduate Calendars.

Undergraduate Calendar - Academic Consideration and Appeals

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Graduate Calendar - Grounds for Academic Consideration

<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/index.shtml>

8.3 Drop Date

Courses that are one semester long must be dropped by the end of the fortieth class day; two-semester courses must be dropped by the last day of the add period in the second semester. The regulations and procedures for course registration are available in the Undergraduate and Graduate Calendars.

Undergraduate Calendar - Dropping Courses

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Graduate Calendar - Registration Changes

<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/genreg-reg-regchg.shtml>

8.4 Copies of Out-of-class Assignments

Keep paper and/or other reliable back-up copies of all out-of-class assignments: you may be asked to resubmit work at any time.

8.5 Accessibility

The University promotes the full participation of students who experience disabilities in their academic programs. To that end, the provision of academic accommodation is a shared responsibility between the University and the student.

When accommodations are needed, the student is required to first register with Student Accessibility Services (SAS). Documentation to substantiate the existence of a disability is required; however, interim accommodations may be possible while that process is underway.

Accommodations are available for both permanent and temporary disabilities. It should be noted that common illnesses such as a cold or the flu do not constitute a disability.

Use of the SAS Exam Centre requires students to book their exams at least 7 days in advance and not later than the 40th Class Day.

More information can be found on the SAS website
<https://www.uoguelph.ca/sas>

8.6 Academic Integrity

The University of Guelph is committed to upholding the highest standards of academic integrity, and it is the responsibility of all members of the University community—faculty, staff, and students—to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff, and students have the responsibility of supporting an environment that encourages academic integrity. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.

Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

Undergraduate Calendar - Academic Misconduct
<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Graduate Calendar - Academic Misconduct
<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/index.shtml>

8.7 Recording of Materials

Presentations that are made in relation to course work - including lectures - cannot be recorded or copied without the permission of the presenter, whether the instructor, a student, or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

8.8 Resources

The Academic Calendars are the source of information about the University of Guelph's procedures, policies, and regulations that apply to undergraduate, graduate, and diploma programs.

Academic Calendars

<https://www.uoguelph.ca/academics/calendars>
