

Course Outline Form: Fall 2017

General Information

Course Code: EQN*2060

Course Title: Equine Event Management I

Course Description:

This course will introduce skills required to organize equine events, such as horse shows and clinics. Major topics include event planning and budgeting, and managing event staff and volunteers. Required activities outside of regularly scheduled class hours will be assigned. Students will assist in the planning and staging of Equine events.

Credit Weight: 0.50

Academic Department (or campus): Animal Biosciences

Campus: Guelph

Semester Offering: F2017

Class Schedule and Location:

Lectures: 1 F 9:30 - 10:20 am; ANNU 030.

Lab: 3 F 2:30 - 5:20 pm; ANNU 110.

Instructor Information

Instructor Name: Katrina Merkies

Instructor Email: kmerkies@uoguelph.ca

Instructor Phone: 824-4120 x54707

Office location and office hours: ANNU 249; F 10:30-11:30am

GTA Information

UTA Name: Julia Alebrand

UTA Email: jalebran@uoguelph.ca

UTA office location and office hours: by appointment.

Course Content

Specific Learning Outcomes:

1. develop a long-term and short-term plan for staging an equine event
2. administrate an equine event
3. know duties and responsibilities of event staff
4. appoint staff, delegate tasks
5. appoint, manage and oversee volunteers
6. develop a financial plan for a successful event
7. deal with organizational problems in a professional manner
8. be involved in decision-making at management level
9. identify health and safety risks to attending horse and human competitors and public
10. be aware of environmental effects

Lecture Content:

DATE	ACTIVITIES
Sept 8	Introduction to course and assignments. Event review and sign-up.
Sept 15	Site selection, date selection, schedules. Competition.
Sept 22	Organization and planning of an event – long term and short-term planning
Sept 29	Using enterprise budget for financial planning
Oct 6	Profile of an event manager. Personnel and responsibilities of event staff.
Oct 13	Bookings (speakers, clinicians, judges, rooms, signs, AV equipment, rentals).
Oct 20	Sponsorship – how to attract and promote event sponsors.
Oct 27	Promotion and marketing of equine programs and events.
Nov 3	Public Relations – How to write a Press release, PSA.
Nov 10	Making contacts, networking, business etiquette.
Nov 17	Hospitality, catering.
Nov 24	No class.

Labs:

DATE	ACTIVITIES
Sept 8	Running effective meetings, chairing, preparing agendas, minutes. Group Meetings –schedule chairs and secretaries & nominate keeper of the Event binder. Set subcommittees to complete specific tasks.
Sept 15	Volunteer opportunities – guests from Equine Guelph, Equestrian Club, OUEA, College Royal, DSC. Group Meetings – Create overview and vision statement for your event.
Sept 22	Training and managing volunteers. Group Meetings – determine scheduling requirements (timeline) for your event.
Sept 29	AUPs. Animal Care Online Short Course (mandatory). Group Meetings – work on a budget for your event.
Oct 6	Group Meetings – work on staffing for your event
Oct 13	Officials, contracts. Group Meetings – develop any contracts needed and create a booking list.
Oct 20	Group meetings – ID sponsors and develop sponsorship package for your event.
Oct 27	Group Meetings – work on a flyer and advertising campaign for your event.
Nov 3	Kits for press, competitors, officials. Group Meetings – create a media kit, press release and PSA for your event.
Nov 10	Emergency action plans. Group meetings – create an EAP for your event.
Nov 17	Group meetings – work on your event
Nov 24	No lab.

Seminars:

N/A.

Course Assignments and Tests:

Assignment or Test	Due Date	Contribution to Final Mark (%)	Learning Outcomes Assessed
Equine Industry Symposium reports		36%	1-3, 7-10
• Background info #1	Sept 18	6%	
• Info #1	Oct 2	6%	
• Background info #1	Oct 16	6%	
• Info #2	Oct 30	6%	
• Background info #1	Nov 13	6%	
• Free choice	Nov 27	6%	
Animal Care course	Sep 29 (in class)	10%	3, 9, 10
Volunteer assignment	Dec 1	10%	3, 5, 7
Winter event plan		44%	1-10
• Meeting organization	Sept 8	3%	
• Event overview	Sept 15	3%	
• Timeline	Sept 22	4%	
• Budget	Sept 29	3%	
• Staffing	Oct 6	3%	
• Contracts & bookings	Oct 13	4%	
• Sponsorship package	Oct 20	4%	
• Event flyer and promotion plan	Oct 27	4%	
• Media kit, press release, PSA	Nov 3	3%	
• EAP	Nov 10	3%	
• Final project	Dec 1	10%	

Additional Notes (if required):

N/A.

Final examination date and time:

No final exam.

Final exam weighting:

N/A.

Course Resources

Required Texts:

None.

Recommended Texts:

[Equestrian Canada Rulebooks](#)

[FEI Rulebook](#)

[Equestrian Canada Competition Organizers](#)

Lab Manual:

None.

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](#).

Field Trips:

N/A.

Additional Costs:

N/A.

Course Policies

Grading Policies:

The assignment of grades is based on the clearly defined standards published in the Undergraduate Calendar as follows ([Undergraduate Grading Procedures](#)):

- **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.

In this course, your instructor will be using Turnitin, integrated with the CourseLink Dropbox tool, to detect possible plagiarism, unauthorized collaboration or copying as part of the ongoing efforts to maintain academic integrity at the University of Guelph. All submitted assignments will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site.

A major benefit of using Turnitin is that students will be able to educate and empower themselves in preventing academic misconduct. In this course, you may screen your own assignments through Turnitin as many times as you wish before the due date. You will be able

to see and print reports that show you exactly where you have properly and improperly referenced the outside sources and materials in your assignment.

All tests, assignments, reports, etc., will be returned to, or discussed with students, without undue delay and in any case before the last day of the examination period.

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.

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.

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.

University Policies

Academic Consideration:

The University of Guelph is committed to supporting students in their learning experiences and responding to their individual needs and is aware that a variety of situations or events beyond the student's control may affect academic performance. Support is provided to accommodate academic needs in the face of personal difficulties or unforeseen events in the form of Academic Consideration.

Information on regulations and procedures for Academic Consideration, Appeals and Petitions, including categories, grounds, timelines and appeals can be found in [Section VIII \(Undergraduate Degree Regulations and Procedures\) of the Undergraduate Calendar](#).

Academic Misconduct:

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 discourages misconduct. 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.

Detailed information regarding the Academic Misconduct policy is available in [Section VIII \(Undergraduate Degree Regulations and Procedures\) of the Undergraduate Calendar](#).

Accessibility:

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Student Accessibility Services (SAS), formerly Centre for Students with Disabilities (CSD), as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or visit the [Student Accessibility Services website \(http://www.uoguelph.ca/csd/\)](http://www.uoguelph.ca/csd/).

Course Evaluation Information:

End of semester course and instructor evaluations provide students the opportunity to have their comments and opinions used as an important component in the Faculty Tenure and Promotion process, and as valuable feedback to help instructors enhance the quality of their teaching effectiveness and course delivery.

While many course evaluations are conducted in class others are now conducted online. Please refer to the [Course and Instructor Evaluation Website](#) for more information.

Drop period:

The drop period for single semester courses starts at the beginning of the add period and extends to the Fortieth (40th) class day of the current semester (the last date to drop a single semester courses without academic penalty) which is listed in [Section III \(Schedule of Dates\) of the Undergraduate Calendar](#).

The drop period for two semester courses starts at the beginning of the add period in the first semester and extends to the last day of the add period in the second semester.

Information about Dropping Courses can be found in [Section VIII \(Undergraduate Degree Regulations and Procedures\) of the Undergraduate Calendar](#).

Additional Course Information

This course requires a significant amount of time input outside of classroom hours. Lab time will be spent in planning, marketing, organizing and running equine events. Learning concepts will occur in practical application of learning objectives. Appropriate and professional attire is expected when attending equine events (e.g. long pants, shirt with collar, boots must be worn when in the barns or arena areas). A polo shirt will be supplied when you are running your own event. This must be returned.