

Ag Event Planning and Management
AGB 3305
SPRING 2026

Professor: C.J. Aragon

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Office Hours: Monday and Wednesday 11-12; Other times by appointment

Course description:

To plan, organize, manage and produce events.

Class meetings:

Lecture: Online delivery

There will be activities for the class that are out of the classroom. Event planning and production will include out of class work as well.

The graduating student will be able to demonstrate that he/she is able to:

1. Plan, organize and produce an event.
2. Demonstrate skills need to organize and produce an event.
3. Communicate verbally and in writing to secure the details of managing an event.
4. Work as an individual and with a group to obtain the desired outcomes.
5. Apply knowledge of elements of event planning and management to produce a successful event.

Course Objectives

1. Students will be able to state the importance of event planning.
2. Students will be able to state the importance of event management.
3. Students will be able to understand the organizational flow chart of producing an event.
4. Students will be able to integrate the knowledge of event production to organize and produce events.

Students will be expected to develop the following skills through both lecture and lab.

1. Teamwork: Students will learn teamwork in lecture with a class project on organizing and producing Ag related events.
2. Communication: Students will improve communication skills through event planning and in written post event reports.
3. Quantitative and empirical skills: Students will develop quantitative skills in both lecture and lab through event planning and organization.
4. Critical thinking: Students will practice critical thinking in developing a plan to produce and event, then organizing and producing the event...

Required Text:

None.

Class Organization:

The SRSU catalog states "The instructor may, at his discretion, drop a student from a course when the student has a total of nine absences. An absence is defined as non-attendance in fifty minutes of class. Non-attendance in a one and one-half hour class will constitute one and one-half absences." There will be group discussions and assignments in class.

Distance Education Non-Participation Statement:

Policies in effect for on-campus, traditional classroom instruction courses also apply to students enrolled in distance education courses, including Web-based and ITV courses. The University allows a maximum of 20% absences in a course before an instructor may drop a student for excessive absences. In Web courses, this policy is interpreted as not participating for more than three weeks in a long semester, 1 week in a summer session, or three days in the midwinter session. Any student dropped for non-participation will receive an "F" in the course dropped. Inactivity may include the following:

- Not logging on to the course
- Not submitting assignments
- Not participating in activities
- Not communicating with the instructor by phone or email
- Not following the instructors' participation guidelines in the syllabus.

Come to class!

Cheating on any exam or assignment will result in an F for that material and possible expulsion from the class with a grade of F.

Missed exam policy: No make-up exams will be provided for an unexcused missed exam. If you miss an exam without an excused absence, you will receive a score of 0 for that exam. Makeup exams will be available for authorized absences but must be completed within one week of the original exam date.

If you miss a lecture, you may obtain notes from a willing classmate. Handouts, and assignments may be obtained from me or on Blackboard

It is Sul Ross State University Policy to provide reasonable accommodation to students with disabilities. If you would like to request such accommodations because of physical, mental, or learning disability, please contact the ADA Coordinator at 837 8203 or FH room 112.

Class/Week	Topic
	Introduction, Syllabi
	Importance of event Management
	Choosing an Event
	Organizational Flow Chart
	Understanding your customer
	Value of your event/Sponsors/Consumers
	Customer relations
	Importance of sponsor relations
	Securing a venue
	Event planning preparation

	Details of Event Planning
	Importance of delegating
	Committees
	Meeting structure for events
	Management on day of the event
	Post Event Evaluation/Report

Grades:

Assignment

1. Research the event\Goal setting	200 points
2. Planning the Event	200 points
3. The actual Event	300 points
4. <u>Evaluate the Event</u>	<u>300 points</u>
Total	1000 points

Grade assignment: <60% = F; 60-69% = D; 70-79% = C; 80-89% = B; 90-100% = A