

RECM 0020 - PROGRAM PLANNING AND EVENT MANAGEMENT

Catalog Description

Hours: 54 lecture

Description: Theory, delivery systems and processes of program planning, implementation, and evaluation applicable to a variety of public and private agencies. Addresses programs that serve different age groups, interests and needs within a range of environments. Leadership for both professionals and volunteers presented in terms of their relationship to the human services field. (CSU)

Course Student Learning Outcomes

- CSLO #1: Design programs for participants in area recreation programs.
- CSLO #2: Outline techniques for organization, budget, and administration of recreation planning.
- CSLO #3: Outline the life stages and social theories as they relate to various leadership styles required within various recreational activities.

Effective Term

Fall 2020

Course Type

Credit - Degree-applicable

Contact Hours

54

Outside of Class Hours

108

Total Student Learning Hours

162

Course Objectives

1. Identify theories, definitions, and basic concepts in recreation programming;
2. Define and implement the leisure programming cycle;
3. Identify and analyze program goals and objectives;
4. Define life stages, developmental and psycho-social theories;
5. Develop techniques for the organization, budget, and administration of recreation planning;
6. Develop recreation programs and activities with critical thinking; and
7. Design and deliver recreation programs to participants of area recreation or youth serving agencies.
8. Compare & contrast public recreation departments & private clubs/resorts

General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- CSU Transferable

Methods of Evaluation

- Essay Examinations
 - Example: Students will be required to pass a mid-term and final exam test using an essay question format. Examples: A. List and explain three concepts of recreation planning presented during the course. B. Outline and explain the leisure programming cycle. C. Compare and contrast one theory each from the following: life stages, developmental, and psychological aspects of recreation program planning. Essays will be graded based upon accuracy and use of examples from classwork and reading.
- Objective Examinations
 - Example: Each student will be required to pass weekly chapter quizzes. Example: Briefly list four qualities required for effective recreational leadership. Quizzes will be assessed based upon accuracy.

Repeatable

No

Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. Instructor will facilitate a critical thinking exercise using case studies in which students will be assigned cases that address topics related to event and program planning. Students will compare and contrast various techniques and solutions.
2. Students will complete a group project planning a recreational event of their choice and presenting it to the class. Students will identify the target population, marketing strategy, budget, and administration of the planned event.

Distance Learning

1. Following an online lecture on various recreation departments, students will compare & contrast public recreation departments & private clubs/resorts. Students will post their findings for other students to review and provide feedback.

Typical Out of Class Assignments Reading Assignments

1. Read from planning and programming related magazines and professional journals and be prepared to discuss in class. 2. Read chapter on Characteristics of Quality Leadership and submit, in outline form, a short appraisal of the reading.

Writing, Problem Solving or Performance

1. Present a 7-10 minute oral summary of your planned event that includes demonstration, slides, pictures and/or videos. 2. Upon presentation of a recreation program activity case study, submit a three page paper comparing and contrasting the different facets of each level of organization.

Other (Term projects, research papers, portfolios, etc.)

Required Materials

- An Introduction of Park Management
 - Author: Daniel Wheeler, Jill Lankford, Samuel Lankford
 - Publisher: Venture Publishing
 - Publication Date: 2017
 - Text Edition: 4th
 - Classic Textbook?:
 - OER Link:
 - OER:

Other materials and-or supplies required of students that contribute to the cost of the course.