

# EVENT MANAGEMENT

Administered by the Department of Apparel, Events, and Hospitality Management.

The program offers study for the degree of Bachelor of Science with a major in event management. The program prepares undergraduate students for careers in leading event and meeting management businesses. Through the major, students gain background and experiences in planning, budgeting, and implementing conferences, meetings, and other special events in the public or private sectors. Course work provides students with a general education plus professional preparation focusing on the concepts and principles involved in meeting and event planning strategy; special event management; stakeholder development; budgets and finance; site selection; contracts, vendors, and negotiations; marketing and promotions; food and beverage management; meeting technology; event evaluation; and hospitality law. Supporting courses include foodservice, catering, promotion, brand management, trend analysis, fashion, and resource management. Learning experiences are provided through planning university events such as Dance Marathon, Family Weekend, CHS Week, Student Union Board, and Homecoming, as well as other campus and community events.

Graduates from this program are prepared for careers in event planning (corporate events, celebrations, education, promotions, commemorations, trade shows, weddings, conferences, association events, exhibitions, festivals, philanthropies, entertainment, fundraising, conventions, and sport events) and small business development (entrepreneurship). Graduates demonstrate leadership characteristics and make decisions based on integrating knowledge of financial, human resources, promotion, and event management principles. Students are required to complete an internship in event management prior to graduation.

The AESHM Department offers a minor in event management. The minor can be earned by successfully completing the following for a total of 15 credits.

9 credits are required:	9
EVENT 271 Introduction to Event Management	3
EVENT 371 Conference and Meeting Planning	3
EVENT 471 Special Events Coordination	3

And six credits of the following:

AESHM 287 Principles of Management in Human Sciences	
AESHM 340 Hospitality and Apparel Marketing Strategies	
or MKT 340 Principles of Marketing	
AESHM 342 Aesthetics of Consumer Experience	
AESHM 474 Entrepreneurship in Human Sciences	

HSP M 437 Hospitality Information Technology	
P R 220 Principles of Public Relations	
<b>Total Credits</b>	<b>15</b>

## Curriculum in Event Management

Administered by the Apparel, Events, and Hospitality Management Department.

Leading to the degree Bachelor of Science.

Total credits required: 123 including a minimum of 18 credits from the AESHM Department at Iowa State University for the degree. The curriculum in event management prepares students for careers in leading event and meeting management businesses. Courses are required in general education, and the professional area. Students majoring in Event Management are required to earn C- or better in all AESHM and EVENT courses, and all courses in the EVENT Core. Communication Proficiency Requirement: Grade of C or better in ENGL 150 Critical Thinking and Communication, and ENGL 250 Written, Oral, Visual, and Electronic Composition.

A minor in event management is available; see requirements under Apparel, Events, and Hospitality Courses and Programs.

### Cr. Degree Requirements Communication Skills

ENGL 150	Critical Thinking and Communication	3
ENGL 250	Written, Oral, Visual, and Electronic Composition	3
LIB 160	Information Literacy	1
One of the following:		3
COMST 102	Introduction to Interpersonal Communication	
COMST 214	Professional Communication	
SP CM 212	Fundamentals of Public Speaking	

<b>Total Credits</b>	<b>10</b>
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### Natural Sciences and Mathematical Disciplines

Select one MATH course from:	3	
MATH 104	Introduction to Probability	
MATH 105	Introduction to Mathematical Ideas	
MATH 140	College Algebra	
MATH 150	Discrete Mathematics for Business and Social Sciences	
MATH 160	Survey of Calculus	
Select one from:	3-4	
STAT 101	Principles of Statistics	
STAT 104	Introduction to Statistics	
<b>Natural Sciences</b>	<b>3</b>	

Select from: Astronomy, Biology, Biochemistry, Chemistry, Ecology, Entomology, Environmental Science, Environmental Studies, FS HN 101 or FS HN 167, Genetics, Geology, Meteorology, Horticulture, Microbiology, Physics or A M D 204

Total Credits 9-10

### Social Sciences

ECON 101 Principles of Microeconomics 3

6 credits from the following: 6

ECON 102 Principles of Macroeconomics

HD FS 102 Individual and Family Development, Health, and Well-being

PSYCH 101 Introduction to Psychology

PSYCH 230 Developmental Psychology

PSYCH 280 Social Psychology

SOC 134 Introduction to Sociology

A M D 165 Dress and Diversity in Society

Total Credits 9

### Humanities

World Languages and Cultures course suggested OR courses from African and African American Studies, American Indian Studies, Anthropology, Art History, Classical Studies, History, Literature, Philosophy, Religious Studies, Music or Dance Appreciation, Women's Studies, Theater, CMDIS 286, INTST 235

Total Credits 6-8

### Core Courses

EVENT 271 Introduction to Event Management 3

EVENT 371 Conference and Meeting Planning 3

EVENT 471 Special Events Coordination 3

HSP M 101 Introduction to the Hospitality Industry 3

HSP M 260 Global Tourism Management 3

AESHM 470F Supervised Professional Internship: Event Management 3-6

AESHM 474 Entrepreneurship in Human Sciences 3

Total Credits 21-24

### Professional Courses

ACCT 284 Financial Accounting 3

AESHM 112 Orientation for AESHM 1

AESHM 113E Professional Development for AESHM: Event Management and Hospitality Management 1

AESHM 175D Financial Applications for Retail and Hospitality Industries: Hospitality Management 2

AESHM 287 Principles of Management in Human Sciences 3

AESHM 311E Seminar on Careers and Internships: Event Management and Hospitality Management 1

AESHM 340 Hospitality and Apparel Marketing Strategies 3

AESHM 342 Aesthetics of Consumer Experience 3

AESHM 411E Seminar on Current Issues: Events and Hospitality 1

AESHM 438 Human Resource Management 3

Select one from: 3

ACCT 215 Legal Environment of Business

HSP M 315 Hospitality Law

Total Credits 24

### Event Management Electives

Select from: 27

ADVRT 230 Advertising Principles 3

ADVRT 301 Research and Strategic Planning for Advertising and Public Relations 3

AESHM 170 Supervised Work Experience I 1

AESHM 211 Leadership Experiences and Development (LEAD) 3

AESHM 222 Creativity on Demand 3

AESHM 270F Supervised Work Experience II: Event Management 1-2

AESHM 272 Fashion Show Production and Promotion 1-3

AESHM 381 International Field Study 1-3

AESHM 421 Developing Global Leadership: Maximizing Human Potential 3

AESHM 470F Supervised Professional Internship: Event Management 3-6

A M D 257 Museum Studies 3

A M D 275 Retail Merchandising 3

A M D 377 Visual Presentation and Promotions 3

ARTIS 212 Studio Fundamentals: Computers 2

EVENT 203X Event Management Sophomore Mentorship

EVENT 289 Contemporary Club Management 3

EVENT 320 Attractions and Amusement Park Administration 3

EVENT 328X Incentive Meeting Management

EVENT 333 Entertainment Venue Management 3

EVENT 373 Wedding Planning and Management 3

EVENT 378X Sustainable Event Management

EVENT 379X Nonprofit Fundraising Event Planning

EVENT 423X International Meetings and Conferences Management

HSP M 383 Introduction to Wine, Beer, and Spirits 2

HSP M 383L Introduction to Wine, Beer and Spirits Laboratory 1

HSP M 437 Hospitality Information Technology 3

P R 220 Principles of Public Relations 3

P R 305 Publicity Methods 3

**Event Management, B.S.**

**Freshman**

Fall	Credits Spring	Credits
ENGL 150	3 ECON 101	3
AESHM 112	1 Humanities "Select from" Course	3
AESHM 113E	1 AESHM 175D	2
HSP M 101	3 Event Management Electives Course	3
Natural Science "Select from" Course	3 ENGL 250	3
Social Science "Select from" Course	3 LIB 160	1
14		15

**Sophomore**

Fall	Credits Spring	Credits
EVENT 271	3 AESHM 287	3
General Elective	3 ACCT 284	3
Humanities "Select from" course	3 Select from:	3
Math "Select from" course	3 ACCT 215 or HSP M 315	
Social Science "Select from" Course	3 HSP M 315	

Event Management  
Electives  
Event Management  
Electives

15 15

**Junior**

Fall	Credits Spring	Credits Summer	Credits
AESHM 311E	1 AESHM 340	3 AESHM 470F	3
AESHM 342	3 HSP M 260	3	
EVENT 371	3 Select from:	3-4	
Event Management Electives course	3 STAT 101 or 104		
Speech/ Communication	3 Event Management Electives Course	3	
General Elective	3 General Elective	3	
16		15-16	3

**Senior**

Fall	Credits Spring	Credits
AESHM 411E	1 AESHM 438	3
AESHM 474	3 EVENT 471	3
Event Management Electives Course	3 Event Management Electives Course	3
Event Management Electives Course	3 Event Management Electives Course	3
General Elective	3 General Elective	3
General Elective	3	
16		15

Total Credits: 124-125

Courses primarily for undergraduates:

**EVENT 271: Introduction to Event Management**

(3-0) Cr. 3. F.S.

Overview of the event management industries. Techniques and procedures required for producing successful and sustainable events.

**EVENT 289: Contemporary Club Management**

(Cross-listed with HSP M). (3-0) Cr. 3. F.S.

*Prereq: HSP M 101*

Organization and management of private clubs including city, country, and other recreational and social clubs. Field trip may be required.

**EVENT 290: Independent Study**

Cr. 1-2. Repeatable, maximum of 4 credits. F.S.SS.

*Prereq: Freshman or Sophomore Classification. Permission of instructor, adviser, and department chair.*

Independent study on topics of special interest to the student, facilitated by approved faculty member. No more than 9 credits of EVENT 290 and EVENT 490 may be applied towards graduation requirements.

**EVENT 320: Attractions and Amusement Park Administration**

(Cross-listed with HSP M). (3-0) Cr. 3. S.

*Prereq: HSP M 101 or permission of instructor*

Examination of current issues in the attractions and amusement park industry. Emphasis will be placed on development and design along with the functional departments of modern amusement parks and themed attractions.

**EVENT 333: Entertainment Venue Management**

(3-0) Cr. 3. F.S.

*Prereq: EVENT 271 or equivalent*

Organization and management of various types of entertainment venues including clubs, theaters, auditoriums, and arenas.

**EVENT 371: Conference and Meeting Planning**

(3-0) Cr. 3. F.S.

*Prereq: EVENT 271 and junior standing*

Application of event management principles to conference and meeting planning. Providing a comprehensive introduction to the key elements of the global conference, convention and meetings focus on destination marketing and professional development.

**EVENT 373: Wedding Planning and Management**

(3-0) Cr. 3. F.S.

*Prereq: EVENT 371 and Event Management major*

Overview of wedding event industry. Focus on wedding planning processes and implementation, design, and business planning and development.

**EVENT 393: Event Management Workshop**

Cr. 1-3. Repeatable, maximum of 6 credits. F.S.SS.

*Prereq: EVENT Junior or Senior Classification and Permission of Instructor*  
Intensive 2 to 8 week workshop exploration. Topics vary each time offered. Maximum of 6 Event 393 credits can be applied to graduation.

**EVENT 471: Special Events Coordination**

(3-0) Cr. 3. F.S.

*Prereq: EVENT 371 and junior standing; permission of instructor.*

Advanced application event management. Provide leadership and communicate direction for production of an event including developing event strategy, financial management, wayfinding, volunteer management, and marketing.

**EVENT 490: Independent Study**

Cr. arr. Repeatable.

*Prereq: Sections B-D: Program approval; Section H: Full membership in Honors Program*

Independent study.

**EVENT 490B: Independent Study: Conferences**

Cr. arr. Repeatable.

*Prereq: Program approval*

Independent study.

**EVENT 490C: Independent Study: Special Events**

Cr. arr. Repeatable.

*Prereq: Program approval.*

Independent study.

**EVENT 490D: Independent Study: Event Management**

Cr. arr. Repeatable.

*Prereq: Sections B-D: Program approval; Section H: Full membership in Honors Program*

Independent study.