

Event Management (EVENT)

Courses primarily for undergraduates:

EVENT 271. Introduction to Event Management.

(2-2) Cr. 3. F.S.SS. *Prereq: HRI 101*

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

EVENT 289. Contemporary Club Operations.

(Cross-listed with HRI). (2-0) Cr. 2. F.S. *Prereq: HRI 101*

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

EVENT 371. Conference and Meeting Planning.

(2-2) Cr. 3. F.S. *Prereq: 271 for EVENT majors and minors*

Application of event management principles to conference and meeting planning, trade shows, and conventions focusing on budget development, resource allocation, promotion, hospitality, and professional development.

EVENT 471. Special Events Coordination.

(2-2) Cr. 3. F.S. *Prereq: 371 for EVENT majors and minors*

Advanced application of public relations and event management. Provide leadership and communicate direction for production of an event including developing budgets, publicity, advertising, fund raising, choreography, staging, lighting, and food.

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.