

# Event Management

Administered by the Department of Apparel, Educational Studies, and Hospitality Management.

Department name changed to Apparel, Events, and Hospitality Management (12-2011)

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; special event management; budgets and finance; site selection; contracts, vendors, and negotiations; marketing and promotions; food and beverage management; meeting technology; 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 VEISHEA, Dance Marathon, and Homecoming, as well as other campus and community events.

Graduates from this program are prepared for careers in event planning (political events, celebrations, education, promotions, commemorations, trade shows, conferences, exhibitions, and conventions) 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	1-3
And six credits of the following:	
AESHM 287 Principles of Management in Human Sciences	
AESHM 311 Seminar on Careers and Internships	
AESHM 340 Hospitality and Apparel Marketing Strategies	
AESHM 342 Aesthetics of Consumer Experience	
AESHM 470 Supervised Professional Internship	
AESHM 474 Entrepreneurship in Human Sciences	
Total Credits	15

## 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. 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	
Total Credits	10

### Natural Sciences and Mathematical Disciplines

Select one MATH course from:	3
MATH 104 Introduction to Probability and Matrices	
MATH 105 Introduction to Mathematical Ideas	
MATH 140 College Algebra	
MATH 141 Trigonometry	
MATH 150 Discrete Mathematics for Business and Social Sciences	
MATH 160 Survey of Calculus	
STAT 101 Principles of Statistics	4
Natural Sciences	3
Select from: Astronomy, Biology, Biochemistry, Chemistry, Ecology, Entomology, Environmental Science, Environmental Studies, FS HN 101 or 167, Genetics, Geology, Meteorology, Horticulture, Microbiology, Physics or TC 204	
Total Credits	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 Life Development	
PSYCH 101 Introduction to Psychology	
PSYCH 230 Developmental Psychology	
PSYCH 280 Social Psychology	
SOC 130 Rural Institutions and Organizations	
SOC 134 Introduction to Sociology	
A M D 165 Dress and Diversity in Society	
Total Credits	9

### Humanities

3 credits from the following:	3
AESHM 342 Aesthetics of Consumer Experience	
A M D 257 Museum Studies	
A M D 354 History of European and North American Dress	
A M D 356 History of Twentieth Century Fashion	
A M D 362 Cultural Perspectives of Dress	
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	6-8
Total Credits	9-11

### Professional Courses

36-39 credits from the following:	36-39
ACCT 284 Financial Accounting	
AESHM 111 Professional Development for AESHM	
AESHM 175N Financial Applications for Retail and Hospitality Industries	
AESHM 287 Principles of Management in Human Sciences	
AESHM 311 Seminar on Careers and Internships	
AESHM 340 Hospitality and Apparel Marketing Strategies	
AESHM 411 Seminar on Current Issues	
AESHM 438 Human Resource Management	
AESHM 470 Supervised Professional Internship	
AESHM 474 Entrepreneurship in Human Sciences	
EVENT 271 Introduction to Event Management	
EVENT 371 Conference and Meeting Planning	
EVENT 471 Special Events Coordination	
HRI 101 Introduction to the Hospitality Industry	
3 credits from:	3
ACCT 215 Legal Environment of Business	
HRI 315 Hospitality Law	

30 credits from the following:	30
ADVRT 230	Advertising Principles
ADVRT 301	Research and Strategic Planning for Advertising and Public Relations
AESHM 170	Supervised Work Experience I
AESHM 270	Supervised Work Experience II
AESHM 275	Retail Merchandising
AESHM 377	Brand Management and Promotions
AESHM 379	Community Leadership: Examination of Social Issues
FS HN 111	Fundamentals of Food Preparation
FS HN 115	Food Preparation Laboratory
HRI 333	Hospitality Operations Cost Controls
HRI 380	Quantity Food Production Management
HRI 380L	Quantity Food Production and Service Management Experience
HRI 383	Introduction to Wine, Beer, and Spirits
HRI 487	Fine Dining Event Management
JL MC 220	Principles of Public Relations
JL MC 305	Publicity Methods
MGMT 370	Management of Organizations
SP CM 312	Business and Professional Speaking
SOC 381	Social Psychology of Small Group Behavior
HRI 260	Global Tourism Management
A M D 467	Consumer Behavior
ARTIS 212	Studio Fundamentals: Computers
Total Credits	69-72

**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.