

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 strategy; special event management; 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, corporate and 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	
AESHM 342 Aesthetics of Consumer Experience	
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	
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	

Natural Sciences **3**

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, INT ST 235

Total Credits **6-8**

Core Courses

EVENT 271	Introduction to Event Management	3
EVENT 289	Contemporary Club Management	2
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 **23-26**

Professional Courses

ACCT 284	Financial Accounting	3
AESHM 112	Orientation for AESHM	1
AESHM 113	Professional Development for AESHM	1
AESHM 175D	Financial Applications for Retail and Hospitality Industries: Hospitality Management	2
AESHM 287	Principles of Management in Human Sciences	3
AESHM 311	Seminar on Careers and Internships	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 (24 cr)

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	Creative Thinking and Problem Solving	3
AESHM 270F	Supervised Work Experience II: Event Management	1-2
AESHM 272	Fashion Show Production and Promotion	1-3
AESHM 379	Community Leadership: Examination of Social Issues	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
AESHM 472	Fashion Show Management	2-3
A M D 257	Museum Studies	3

A M D 275	Retail Merchandising	3
A M D 377	Brand Management and Promotions	3
A M D 467	Consumer Behavior	3
ARTIS 212	Studio Fundamentals: Computers	2
EVENT 320	Attractions and Amusement Park Administration	3
EVENT 333	Entertainment Venue Management	3
EVENT 373	Wedding Planning and Management	3
HSP M 383	Introduction to Wine, Beer, and Spirits	2
HSP M 383L	Introduction to Wine, Beer and Spirits Laboratory	1
P R 220	Principles of Public Relations	3
P R 305	Publicity Methods	3

Total Credits **59-68**

Event Management, B.S.

Freshman

Fall	Credits Spring	Credits
ENGL 150	3 ECON 101	3
AESHM 112	1 Humanities 'Select from' Course	3
AESHM 113	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 Select from:	3
Humanities 'Select from' course	3 ACCT 215 or HSP M 315	
Math 'Select from' course	3 HSP M 315	
Social Science 'Select from' Course	3 ACCT 284	3

	Event Management Electives	3	
	Event Management Electives	3	
	15	15	
Junior			
Fall	Credits Spring	Credits Summer	Credits
AESHM 311	1 AESHM 340	3 AESHM 470F	3-6
AESHM 342	3 HSP M 260	3	
EVENT 289	2 Select from:	3-4	
EVENT 371	3 STAT 101		
Speech/Communication "Select from" Course	3 STAT 104		
General Elective	3 Event Management Electives Course	3	
	General Elective	3	
	15	15-16	3-6
Senior			
Fall	Credits Spring	Credits	
AESHM 411	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: 123-127

Courses primarily for undergraduates:

EVENT 271: Introduction to Event Management

(2-2) Cr. 3. F.S.SS.

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). (2-0) Cr. 2. 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 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

(2-2) Cr. 3. F.S.

Prereq: EVENT 271

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 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 471: Special Events Coordination

(2-2) Cr. 3. F.S.

Prereq: EVENT 371; permission of instructor.

Advanced application 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.