

EVENT MANAGEMENT (EVENT)

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.